

LET YOUR HOME REFLECT YOUR IDEALS



A GUIDE TO THE "HOME BEAUTIFUL"

The
Larkin
CLUB
Magazine

Your **LARKIN** Catalog is ready for **YOU**



Send
the
postcard

THIS handsomely illustrated book of books for home-lovers awaits your request. Filled from cover to cover with things to make home lovely ... things for which you long ... yours on the popular Larkin Plan.

To get your own free copy of the beautiful new Larkin spring-and-summer Catalog, just write your name and address on the postcard enclosed with this magazine. You don't even have to buy a stamp. We pay the postage when the postcard reaches us.

You owe it to yourself to have this wonderful book just off the press, showing over 1600 valuable Larkin Premiums and over 800 Larkin Products with which these Premiums may be yours without extra cost.

Get this book, yours free for the asking. Fill out the postcard and mail it to us without delay. See for yourself all the lovely Premiums that may be yours through the Larkin Plan.

If by chance you have misplaced your postcard, or a friend desires a copy of this money-saving catalog, use the convenient coupon on page 22.





JOHN D. LARKIN
President and Treasurer

"Secretaries I greet You!"

ALWAYS it is a pleasure to me to greet the new Larkin Secretary in our nation-wide circle. Always it is a pleasure to add that back of the cordial welcome is a friendly service interested in your personal success.

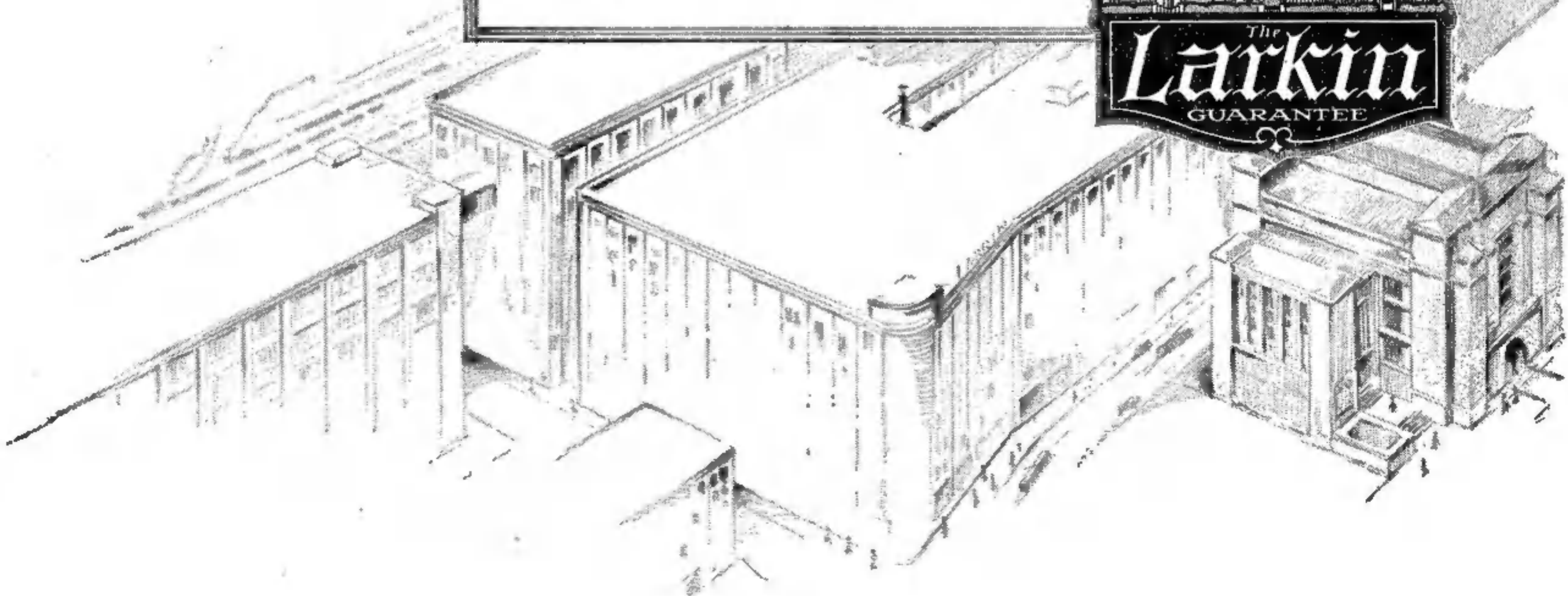
Of one thing I am certain . . . your Larkin Club will bring you manifold happiness. It will delight you to aid your friends in achieving their dreams of home. But best of all will be the new cheer and comfort you see in your own home with your Larkin Rewards. For what joy like the joy of doing for one's own?

Again I greet you.

John D. Larkin

Larkin Co Inc.
Factory & Main Office
BUFFALO, N. Y.

BRANCHES:
Philadelphia, Pa.
Peoria, Ill.





MRS. C. HIBBERT
Oklahoma City, Okla.

(Photo
above)

writes:

"IF you would bear with me for a while I would like to tell you of the pleasure a Larkin Club is to me, as well as a profit.

"It provides clean amusement, lovely afternoons spent in friends' homes with games and jolly good times. It means that independent spending money a woman loves to have for gifts and for those little extras that are dear to a woman's heart.

"To me the truly interested housewife sees the Larkin Club a good business proposition. It means lovely things for her home earned herself in spare hours.

"The Larkin Guarantee of fifty years standing should convince women what can be done if they try. I know no other work I could do that repays me so fully."



MRS. E. RAWLINGS
Sandston, Va.

(Photo
above)

writes:

"DEEP chairs, glowing lamps, books, pictures . . . how they help to create the real home atmosphere. As a Club Secretary I have found that Larkin Co has a truly unique plan for helping the stay-at-home wife add those extras that make such a difference . . . and this without dipping even once into friend husband's purse.

"Think of being able to start a splendid, paying business in your own home, without a cent of capital! A few happy gatherings among a selected group, and like magic a new piece of furniture, a set of china, or a pair of warm blankets appear in your home. And, as the years pass you begin to view your Clubs as part of a great golden chain, nation-

wide, a band of friendly women linked together in the creating of happy homes."



MRS. C. SHEPHERD (Photo
above)
Hempstead, L. I., N. Y.

writes:

"WORDS can never express the many pleasures I have received through being a Larkin Secretary for the past nine years. At present I have three Clubs and have made many new friendships.

"My mother was a Club member before me and when I saw the pretty Premiums she got for me and her home, I declared I would have a Club of my own.

"My home is furnished with Premiums through my Larkin Clubs. I could never have gotten them if it hadn't been for Larkin Co. You cannot realize until you have a Club of your own, how quickly the coupons count up. I am always getting new things which every woman loves to possess but cannot afford.

"All in all, my dealings with Larkin Co have been very satisfactory. I am 100% for Larkin Co."



MRS. PAUL BERTIAUX
Du Bois, Pa.

(Photo
above)

writes:

"IT gives me great pleasure to tell of the wonders performed in my home by the help of my Larkin Club. About fifteen years ago I moved to this town and as I had always belonged to a Club, I thought I would ask my neighbors to join one.

"I explained how they could buy things they needed in their homes and at the same time get a Premium. I started my first Club and to-day have still three ladies as members who were in that Club. We have never missed a month since I started.

"I enjoy showing my home to my friends and telling them that all the pretty furnishings were earned as my rewards as a Club Secretary."

in
their
very own
Words-

IN their very own words let these Larkin Secretaries tell you of the pleasure and the profit which has been theirs in "running Larkin Clubs." In their very own words let them tell you how easily their Clubs have been started.

There was a day when they decided to become Larkin Secretaries . . . a day which they now look back upon with gladness. In speaking to you through these pages, these Secretaries speak not only for themselves . . . they speak for Secretaries who by the tens of thousands are grateful for the day they started Larkin Clubs and began to experience the joy of homes made lovely by Larkin Rewards.

And now comes to you the invitation to join this happy circle of Secretaries . . . to experience your own personal pleasure and profit in Larkin Club work!



MRS. D. E. WOG
Sanborn, Minn.

(Photo
above)

writes:

"I CANNOT find words that will express my feeling toward Larkin Co, or what Larkin Co has meant to me.

"I've been a Larkin Secretary twelve years and have always found Larkin Co on the square in all my dealings. My Larkin Secretary Rewards have made our house a home. And our Larkin garden is a thing of beauty in spring and summer . . . being filled with shrubs and bulbs in blossom.

"Every room in my home has its share of lovely Premiums . . . the living room contains a Larkin rug, floor lamp, drapes, in fact, nearly all Larkin furnishings. The dining-room has its table, chairs, rug, etc. and my kitchen contains a Larkin gas range, breakfast set and many other kitchen accessories."

MRS. WM. RUTH
Bethlehem, Pa.

(Photo
above)

writes:

"A FEW years ago I moved to Bethlehem, where I was a perfect stranger. We had bought our home and I immediately saw empty spaces and corners I would like to fill.

"The thought came to me 'Why can't I run a Larkin Club and get the things I need and would like to have?' I explained the Club Plan to three of my new neighbors, who quickly decided to become members of my Club. And besides, one of them 'phoned a friend and secured her as a member. I took one share myself and thus a Club-of-5 members at \$2 each month was completed.

"My Clubs have grown to thirteen in number. And my home is furnished very nicely. The empty spaces are now filled and my old furniture has been replaced with lovely new Larkin Premiums."

MRS. W. KOON
Red Cloud, Nebr.

(Photo
above)

writes:

"BESIDES the daily necessities of the home, all of us wish for those things which will bring it beauty and comfort. My Larkin work means not only that my daily needs are supplied but that my wishes are fulfilled.

"I am always watching for an opportunity to show my friends and neighbors how much more a dollar will do on the Larkin Plan than spent elsewhere. Thus from little beginnings my Larkin Clubs and Larkin customers have grown in number until today my Rewards enable me to make a very worth-while contribution to our home.

"My members enjoy the re-organization parties of our Club each time at my home. I find that all my success is due to being accommodating and I love my work."

MRS. CHAS. DESMOND

Toledo, Ohio

(Photo
above)

writes:

"I CONSIDER it a privilege to tell of what I think is the easiest and quickest way to obtain those many lovely articles that are so dear to every woman's heart and mean so much toward making the home 'your house of dreams' . . . and that way is 'The Larkin Plan.'

"It is nearly twenty years since I started my first Club and since then I've earned so many lovely gifts. I still remember the thrill I felt when I unpacked my first Premium. Ever since my Larkin Clubs have kept the way open.

"Larkin Premiums are always up-to-date. Everything is exactly as pictured in the catalog and no transaction is closed until the customer is satisfied. That is the secret of their huge business success. 'Satisfied customers make steady customers.'"

READ WHAT
SECRETARIES
SAY ABOUT
THEIR PLEASURE
AND PROFIT
in CLUB WORK-

AS you read these pages, put yourself in the place of the writer who is telling the story of her success with Larkin Clubs. From every point of the compass have come to us these letters in praise of the pleasant duties and the helpful rewards which mean so much to Larkin Club Secretaries.

Our good friends who have written these enthusiastic letters are home folks just like yourself. They have their housewifely duties. They have their world of neighbors and friends in which they do their church and community social work. But besides all this, it's their pride and joy to help others make home lovely through Larkin dealing.

And best of all, in their very own homes is reflected the cheer and comfort which Larkin Rewards bring them.

"I WANT —

a Chair

a Lamp

a Rug

Curtains



**—but
HOW CAN I
GET THEM?**

OH, the many needs of the home! Every woman knows the constant demands . . . not just for new, added furnishings . . . but the replacement of furnishings that have grown old and shabby. "*I want a chair . . . a lamp . . . a rug . . . curtains . . . but how can I get them?*" is the oft-repeated exclamation in millions of homes the country over. Fortunately, too, millions of homes have found the satisfying answer to this eternal question.

The Larkin Plan Opens the Way

The great Larkin factory-to-family Plan has opened the way to get that lovely new chair, that pretty lamp with its soft glow, that rich rug or those dainty curtains . . . in the most amazing way possible. These families have learned that by simply purchasing their daily housekeeping needs from the Larkin factory . . . their pure foods, soaps, toilet and laundry supplies, pharmaceuticals, paints and a host of other items . . . their saving over usual store prices is returned to them in the very home furnishings for which they long.

What a contrast the Larkin way to the store way! The

store way, the housekeeping money has merely gone for household supplies. The popular Larkin Plan brings into your home besides *housekeeping supplies*, lovely Premiums that lend cheer and comfort.

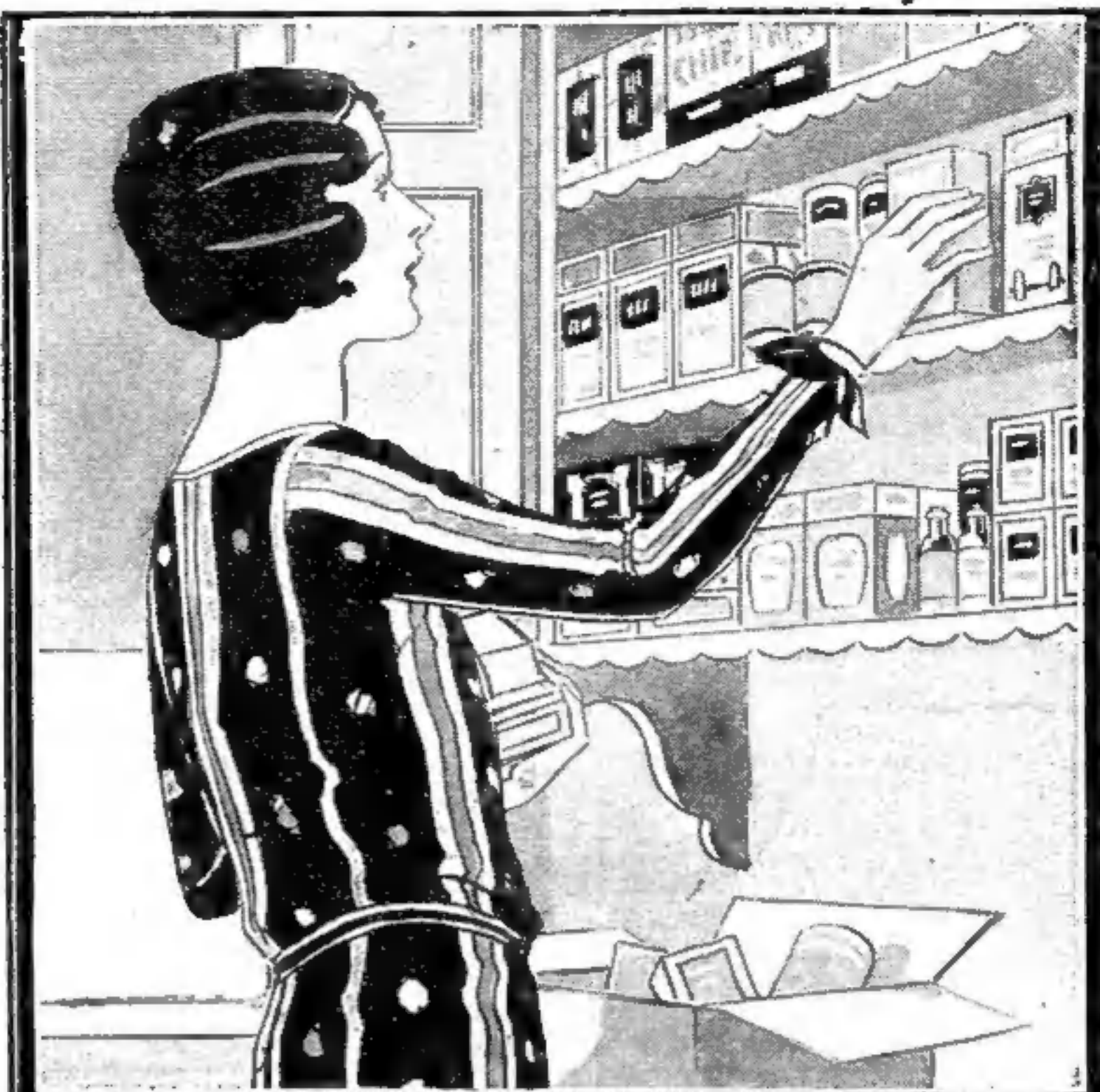
Make Your Dollars Buy More

From the Larkin factories you purchase such pure foods as coffee, tea, cocoa, macaroni, spaghetti, baking soda for the table; fine toilet soaps and laundry supplies, such as soap flakes, starch, ball blue, and other needfuls for the Monday wash; tooth paste, shampoo, shaving cream, and other toilet accessories. And each time you purchase these things on the Larkin Plan you bring into your home things that make it more livable, and life more worthwhile.

Truly, every woman wants to make her dollars buy more. Thousands of women know that the Larkin way is the way whereby their dollars *do buy more*. That way is open to you. You, too, may see your home made the home of your dreams by becoming a Larkin customer. Choose the Larkin way instead of the store way!

The LARKIN PLAN *of Factory-to-Family* DEALING

FOR over fifty years the great Larkin Factory-to-Family Plan has been in existence. During that time literally tens of millions of homes have found Larkin dealing the pathway to beautifully furnished homes. They have found, indeed, in the Larkin Factory-to-Family Plan that the money that buys their household supplies also helps to furnish the home.



The Money that buys your Household Supplies—

In the Larkin Catalog are over 800 Larkin Products for the home, each of the best quality of its class. You buy these from Larkin Co and you get in addition your choice of Premiums given with the amount of Products you buy. Thus when you buy \$10 worth of Larkin household supplies from us, you get not only the \$10 worth of supplies but a lovely Premium as well, to brighten your home for many years.

Larkin Quality Supreme

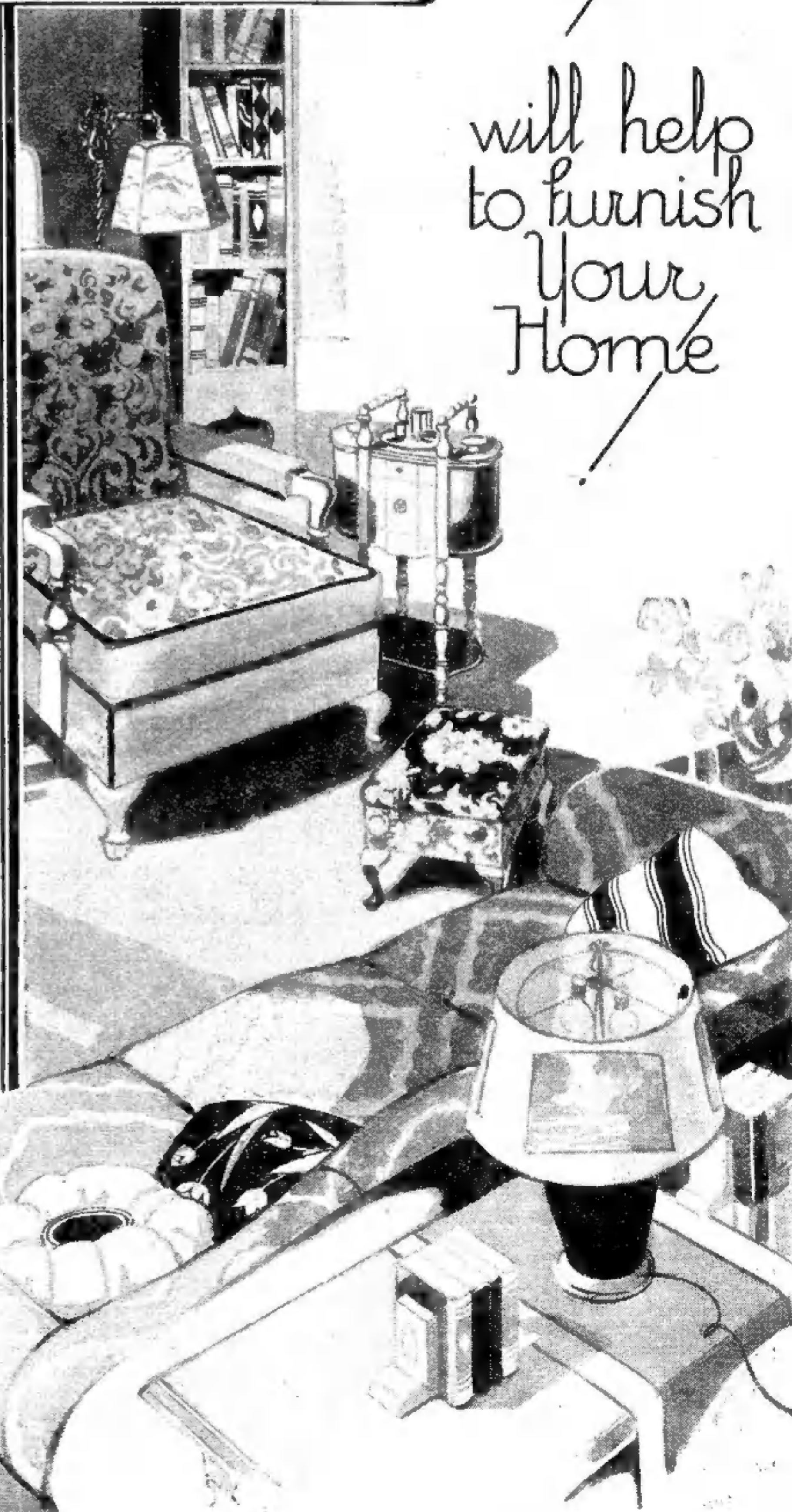
Larkin Products represent goods of the very finest quality, produced by expert manufacturers. These Products have won from millions of satisfied users the highest praise. Thousands of letters from our customers testify to their superiority.

Larkin Premiums represent the very finest output of the leading manufacturers of America. In the Larkin Catalog you will find the celebrated silverware of Oneida Community Limited and Wm. A. Rogers, the nationally advertised lines of Congoleum, Sessions Clocks, Universal ware, and a host of equally well-known lines.

Furthermore, every purchase that you make from Larkin Co carries our unqualified guarantee of your complete satisfaction or money refunded. The Larkin Guarantee is iron-clad.

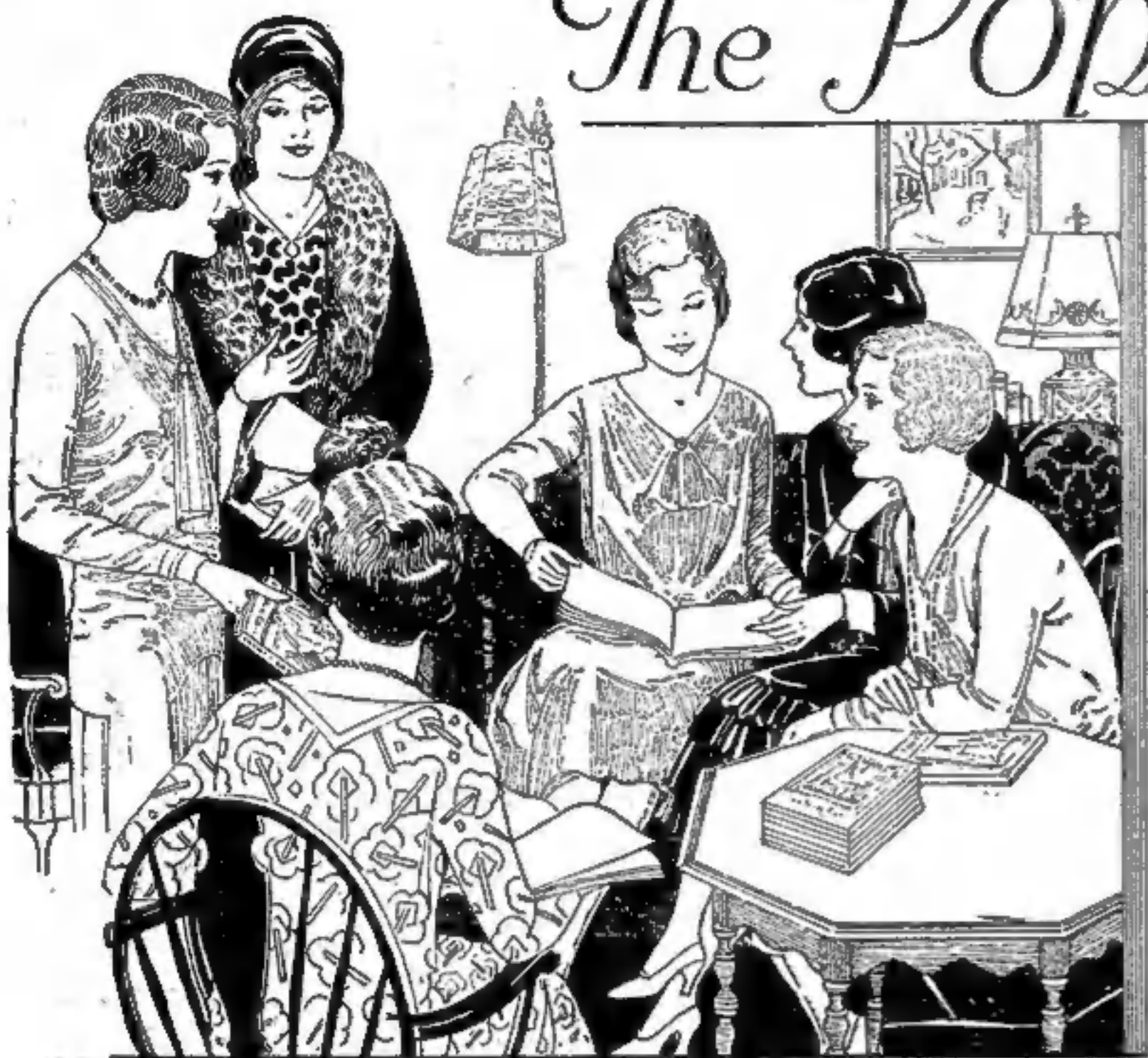
Through a Larkin Club it is possible for you to make small month-to-month purchases of Larkin Products. Thus by even buying a small part of your daily household needs you are enabled to acquire home improvements for which you have longed . . . handsome furniture, gleaming silverware, sparkling glassware, choice china, as well as stylish apparel for every member of the family.

Read in these pages just what the Larkin Club is, how easily it may be started . . . the rewards we will pay you as a Larkin Secretary for "running a Larkin Club." See, too, some typical Larkin Premiums you or your friends may possess simply by taking a single share in a Larkin Club. And lastly, acquaint yourself with the many Larkin Products described on pages 19 to 21.



will help to furnish your Home

The Popular Larkin Club



THE favorite way of Larkin dealing is through the Larkin Club a group of relatives and friends banded together to obtain Larkin Premiums through the purchase of Larkin Products. Each buys a given amount of Larkin Products . . . pure foods, soaps, laundry supplies, toilet articles, etc. . . . each order. During the series of Club orders she obtains for herself, without extra cost, a Larkin Premium offered with the amount of her purchases of Products.

The one who organizes the Club, and gathers and forwards the members' orders each time to Larkin Company, is known as the Secretary of the Club. For running the Club, the Secretary is liberally rewarded, as described on the facing page.

In addition to the popular Premium Club, there is a Larkin Club known as the Half Price Economy Club, in which no Premiums are received by the members, but the members order Larkin Products alone at one-half the prices printed in the catalog. Read about these Clubs below.

THE PREMIUM CLUB

The Club of 10

THE Larkin Club most generally favored is the Club of ten \$1 shares. This Club usually is made up of ten members, each of whom agrees to purchase \$1 worth of Products with each order. The Club runs for ten orders. Each member purchases \$1 worth of Products each time for ten times. Thus, in all, she buys \$10 worth of Larkin Products and receives, without extra cost, a Larkin Premium of her choice offered with a \$10 purchase of Products.

ANOTHER well-liked Larkin Club is the Club-of-5.

This Club consists of five members, each of whom buys \$2 worth of Larkin Products each order. The Club runs for five successive orders. Thus, each member buys in all \$10 worth of Larkin Products, and is entitled, without extra cost, to a Larkin Premium offered with a \$10 purchase of Products. Oftentimes a Club-of-5 can be organized among one's own folks, since you only have four other members to get besides yourself.

The Club of 5

"How to Start a Larkin Club" is told in pictures and text on pages 10, 11 and 12. (While the starting of a Club-of-10 is described, a Club-of-5 is similarly organized.)

THE HALF-PRICE ECONOMY CLUB



4-oz. jar, 60c with PREM.



1-lb. carton, 9c with PREM.

OFTENTIMES families desire just to purchase Larkin Products without the Larkin Premium for half the catalog prices. This means, for example, that our popular Boraxine Soap Powder, which is priced in the catalog at 9c per package, may be purchased without a Premium for 4½c. A 5-lb. package of Larkin Table Salt costs but 10c. The celebrated Larkin Phosphate Baking Powder costs but 9c, and hundreds of other Larkin Products which are priced far below usual store prices.

It is so easy to get orders on the half-price-plan that many Secretaries start Half-Price Economy Clubs and take only half-price orders. A Half Price Economy Club requires no formal Club organization. The number of customers or members may vary each

order. Each member may buy as much as she likes without the pledge of future purchases.

You will find it easy to obtain members for a Half Price Economy Club once you have shown them the remarkable savings made by buying Larkin Products at half price.

When sending a Half Price Economy Club order, be sure it amounts to at least \$10 in cash, and is paid in advance so that you may earn the Secretary's reward.

In sending a Half Price Economy Club order, all you do is to order all Products at the regular price on the regular Order Blank. Then add together the order blank prices of all the Products ordered and divide the result by two. This result will be total amount of cash required.



6-oz. can, 18c with PREM.



½-pt. bott., 45c with PREM.

START A Larkin Club YOURSELF!

*Earn
Beautiful
Things for
Your Home!
Enjoy
Neighborly
Good Times!*

FOR real pleasure and profit, there's nothing quite like "running a Larkin Club" (as Secretaries put it). The Club has such neighborly good times. And the Rewards the Secretary earns are so worthwhile . . . lovely things for the home and family. Best of all, it's such a delightful womanly way to aid the family . . . so easily done with other housekeeping duties.

What the Secretary Gets

As Secretary of a Larkin Club of ten \$1 shares, you receive, as your Reward, Premium value to one-quarter of the amount of the ten orders of the Club. Since these orders amount to at least \$10 each, you receive as your Reward for each order at least \$2.50 in Larkin Coupons. And since the ten orders of the Club series amount to at least \$100, your rewards by the end of the Club have a total Coupon value of \$25.

As a rule, the orders of a Club series total even more than \$100, as the ten members buy many extra Products and Premiums besides their Club share. The Larkin Secretary earns a Reward on all these extra orders, so that it is not unusual for a Secretary to earn \$35 or \$40 in Coupons just from the orders of the one Club of ten \$1 shares.

Easy to Get Club Members

Let us assume that you have decided to become a Larkin Secretary. A few calls, a few chats over the telephone, and before you know it your Club is organized. Many Larkin Clubs are formed within an hour's time.

Naturally, one thinks first of one's own folks, of one's closest friends and of near-by neighbors. Jot down on paper a dozen names, commencing with a few of your relatives and good friends. Then telephone, write or visit these folks and invite them to join your Larkin Club.

Usually the mere statement, "I am starting a Larkin Club and I have saved a place for you," is sufficient to secure a member. Almost every one knows that it pays to belong to a Larkin Club and is eager to join.

As a Larkin Secretary you will take joy in aiding your members to obtain valuable Larkin Premiums, simply through buying home needfuls from the Larkin Product List.

And now accept our invitation to devote some of your spare moments to a Larkin Club. You will be well rewarded for starting your Club.



An
afternoon
at the
Larkin
Club

THESE PICTURES TELL YOU HOW TO



1 To aid in starting your Larkin Club, send for your copy of the new Larkin Catalog. Just fill out and mail the business reply card (no postage required) enclosed with this Larkin Club Magazine. Or, if you have misplaced it, just fill out the convenient coupon on page 22 of this issue and mail it.

Your Larkin Catalog will show you all the lovely Premiums a Secretary may select as her rewards for running her Club. Then, too, you will wish it to show your friends all the Premiums and Products they can get through your Larkin Club. So be sure to send for your Larkin Catalog at once.

Your Larkin Book will be sent post haste and will prove just the ideal partner in securing members for your Larkin Club, with its 1600 Premiums and 800 Products.



2 Make a list of those whom you wish to invite to join your Club. Jot down the members of your own family who will be glad to profit by Larkin dealing. Then add to the list the names of your best friends and your good neighbors whom you wish to include.

In your Club-of-10 you will have ten \$1 shares of which you must dispose. If each member takes a \$1 share, your Club will, of course, consist of ten members. However, members may take as many shares as they desire. If one of the members takes two shares, your Club will be made up of nine members.

Of course, a member who takes two shares makes double the purchases and is entitled to double the value in Premiums. For her \$2 each order in the Club, she will purchase in all \$20 worth of Larkin Products and be entitled to a Premium given with a \$20 purchase.

Many of your members will be glad to join for two shares so as to secure the more valuable Larkin Premiums.



3 Let us suppose that "mother" (or sister) is the first name on your list. When your catalog arrives (or even before, since there are so many Premiums shown in this Larkin Club Magazine) you will want to show some of the Larkin Premiums offered with a \$10 purchase of Larkin Products. Point out to the one whom you have selected as your first Club member, all the different Premiums from which she may choose. When she sees that she may get, without one cent of extra purchase cost beyond the Larking Products she buys in your Club, such things as a set of Rogers' Silverware, a pretty lamp, a comfortable rocker, or some other longed-for home improvement, she will be eager indeed to join your Club.

And be sure to show her the different Larkin Products, such as pure foods, soaps, toilet articles, perfumes, paints, etc. of which she can buy \$1 worth each time until with ten such purchases she has obtained her Premium.

It's a good idea to ask each one if she has some one in mind whom she would like to see in the Club. In this way oftentimes you will secure the names of others to ask, who are not on your original list.

Thus if it's not convenient for some of your friends, whom you have planned on, to join your Club, you will have other names to take their place.

EASILY START YOUR LARKIN CLUB!

4 After securing member No. 1, call upon the second name on your list. Perhaps it is your next door neighbor. Run in and see her with your Larkin Catalog and point out to her just as you did to member No. 1, the lovely Premiums she may get through the purchase of Larkin Products. Be sure to point out to her the difference between the store way of buying, where she has nothing that lends lasting beauty and comfort to her home. Then contrast such buying with the Larkin factory-to-family Plan, whereby after she has used her household supplies she has something like silverware, furniture, blankets or something else of her selection, to show for her money.

After she has accepted your invitation, invite her, too, to suggest some relative or friend whom she would like to see in the Club. Quite frequently Secretaries secure enough names by this method to organize two Clubs instead of one. As we have said, you not only get the names on your own list — members, but as well you obtain a great many additional members through the suggestions of those who join the Club.

After you have secured members No. 1 and No. 2, proceed with your invitations until your Club is completed. Then if you have a considerable number of others whom you wish to invite, you will find it profitable indeed to organize a second Club.



5 When you have all your members, hold an organization meeting of your Club. At this little party one of the first things to do is to determine the order of the Premium turns. One member has the privilege of choosing her Premium each order. You can arrange the turns to suit the plans of your members, or by alphabetical order of the names, or if agreeable to all, by drawing numbered slips from a box or hat. Deciding the Premium turn is always a lot of fun.

When the Premium turn has been decided, ask the member whose turn is No. 1, to choose the Premium she desires. Probably the member has already decided — her Premium. If she has not, you may be sure the other Club members will have helpful suggestions.



6 When you invite your members to the party, explain that they should come prepared to give you their orders in the Club. Before they leave, collect their individual orders. If a member has a \$1 share, ask her for her order of \$1 worth of Products and her dollar. If a member has two \$1 shares, she will select \$2 worth of Larkin Products. Ask each member to write her order on a slip of paper with her name on it, or take the orders down in a memorandum book of your own.

At the time of collecting the order, also collect from each of your members a sufficient amount to pay the delivery charges on their order. Of course, delivery charges vary. Perhaps if for the first order you collect 10c from each member, it will serve as a fair estimate of the delivery cost of the Product box. Then the second order you can adjust the payments of your members to accord with the delivery cost. Also inform each member that she pays the delivery charge for her Premium.



(Continued on next page)

STARTING YOUR LARKIN CLUB (CONTINUED)

7 From the individual lists the members have given you, assemble their orders on the Larkin Order Blank. In turn total the various Products and write them in the proper spaces. For example: Larkin Boraxine may be ordered by several members. Put the total number of Boraxine packages in the space provided. Write in the proper space the Premium member No. 1 has selected, and place of delivery. Lastly, enclose amount to pay for order in the form of money order, check or registered mail.

When the box of Products arrives, empty it on a table. Start with the order of member No. 1, laying aside the packages that she has ordered, together with her slip. And so on in order lay aside the order with the slip of each of your Club members.

Now your Products are ready for delivery to Club members. You, undoubtedly, will have made an arrangement with them . . . you can send their goods by messenger, or perhaps it will be convenient for them to send to your house. If possible, however, it is well to make deliveries yourself. It gives you a little opportunity to talk "Larkin" to enthruse your members over new Products and to take up your next order at the time of delivery.



8 The other orders of the Club are handled exactly as you handled order No. 1. Usually you call upon your members and get their orders and their money. Oftentimes they 'phone their order to you and send the money to you by some member of the family. It is well to have a regular day or days of the month for dispatching your Club order. The members greatly appreciate regularity and punctuality in the handling of orders, on the part of the Secretary.

Keep in touch with your Club members. A little telephone chat or a little neighborly visit makes them realize that their Secretary is constantly looking after their best interest in the Club. And so much unexpected business comes out of this friendly personal contact.

9 The proudest, happiest day in your whole Club experience comes when your own reward, earned by running your Larkin Club, comes to brighten your home. What a joy it is to show "hubby" your contribution to the home.

Remember your reward amounts in Premium value to one-quarter of the amount of money you remit. If your order is \$10, your reward will be a Premium offered with a \$2.50 purchase of Larkin Products, or \$2.50 in Larkin Coupons (Larkin "Currency" exchangeable at any time for a Premium). Since you receive the Reward each time on the orders of your Club, your total reward for a single Club, as the Secretary, is a Premium given with a \$25 purchase of Products, or \$25 in Larkin Coupons.

For other helpful Club information see "Club Questions and Answers" on page 22.



LARKIN PREMIUMS

ON this page and on the next five succeeding pages are shown a few of the 1600 Premiums in the Larkin Catalog. Any of the Premiums pictured on these six pages may be obtained without extra cost, by buying \$1 worth of Larkin Products for ten successive orders in a Larkin Club of ten \$1 shares.

32- PIECE

Dinner Set



in the Colorful

Tulip Pattern

Beautiful Semi-Porcelain Dinner Set

With \$10

Purchase or Coupons

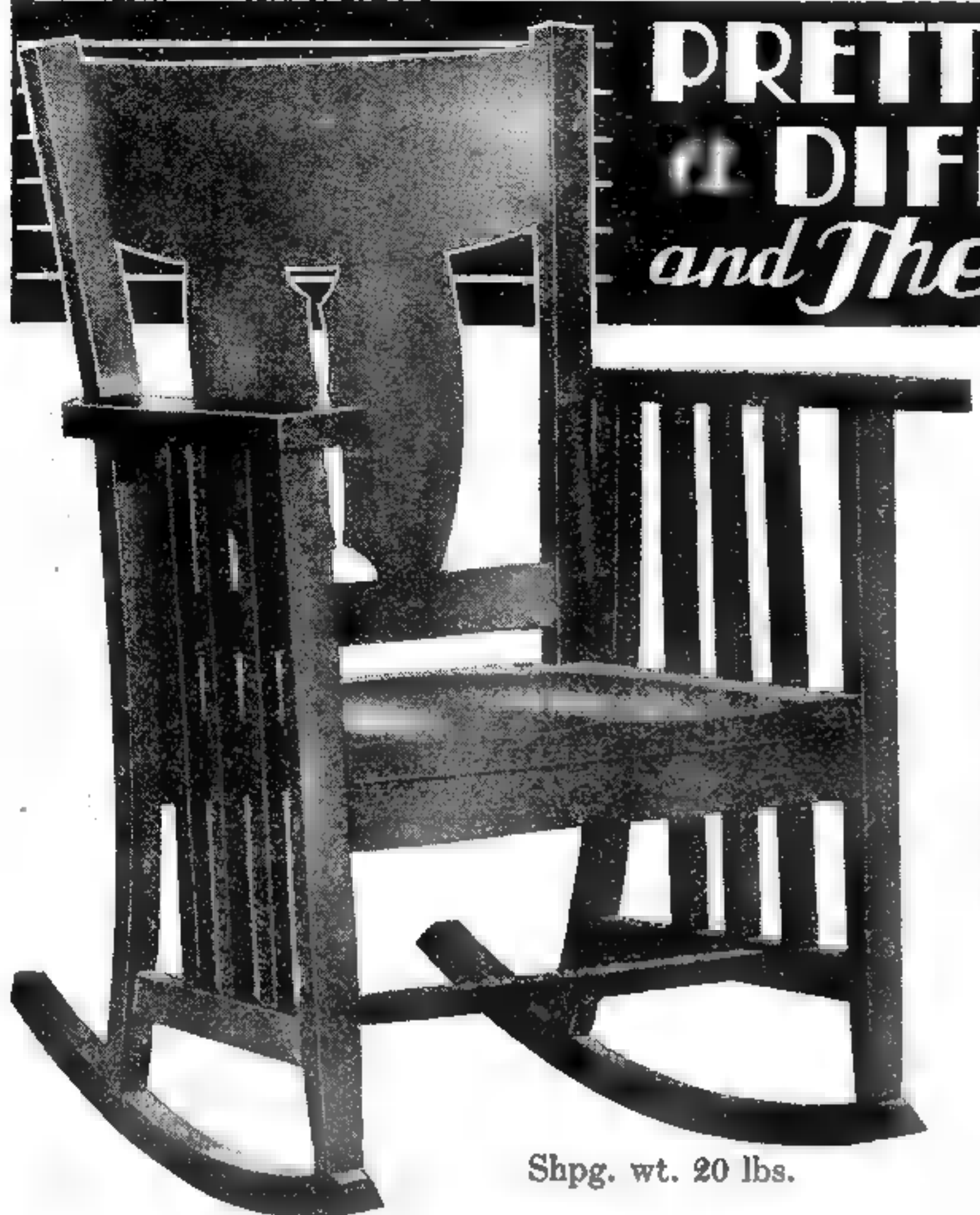
ALL the vogue is yellow glaze ware artistically fluted and decorated in colorful manner. This handsome 32-piece set in charming tulip design is indeed one with which any woman would be proud to set her table. Note how superbly the colorful flowers contrast against the delicate yellow glaze ware.

The set is of best-quality semi-porcelain, produced in one of the best-known potteries in the United States. Here is truly a marvelous example of Larkin Premium value. Any of your friends will be glad to join your Club to get a set like this one!

Set No. 2542

- 6 Dinner Plates
- 6 Bread-and-Butter Plates
- 6 Fruit Saucers
- 6 Teacups
- 6 Saucers
- 1 Small Platter
- 1 Open Vegetable Dish

PRETTY THINGS make such
a **DIFFERENCE** in a Home!
and These are so *Easily* **YOURS!**



Shpg. wt. 20 lbs.

Mahogany-Finished Rocker

BY taking a single share in your Larkin Club, any woman may add this attractive mahogany-finished rocker to her home. A big, substantial rocker of Gumwood superbly finished in dull-brown imitation mahogany.

Note the curved top-rail, the two-piece panel back and the saddle seat. Seat, 19 in. wide; 16½ in. deep. Back 22 in. from seat. Shpd. K. D.

3375 With

\$10

Purchase or
Coupons

Mantel Clock

Guaranteed 8-Day Movement

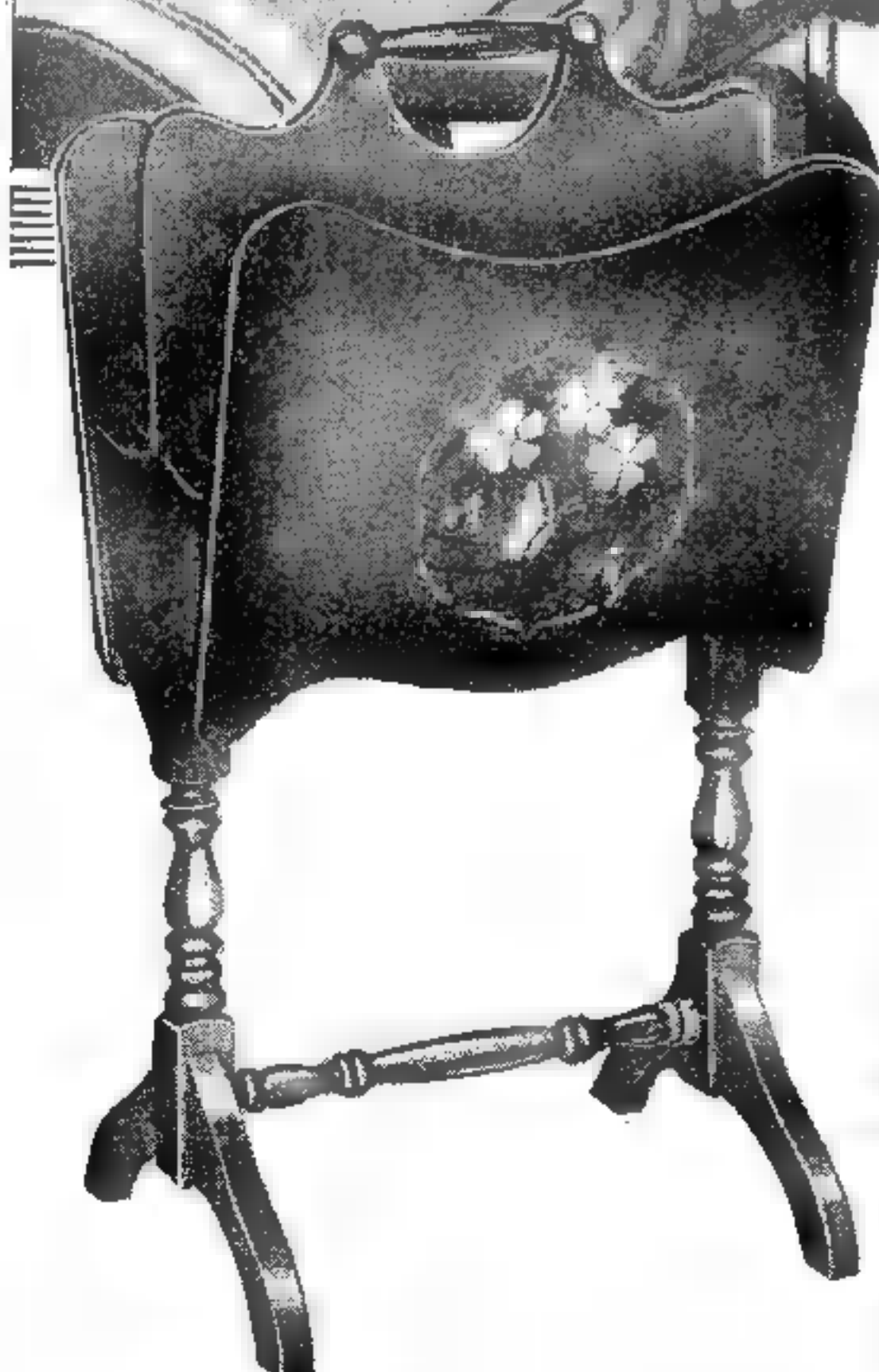
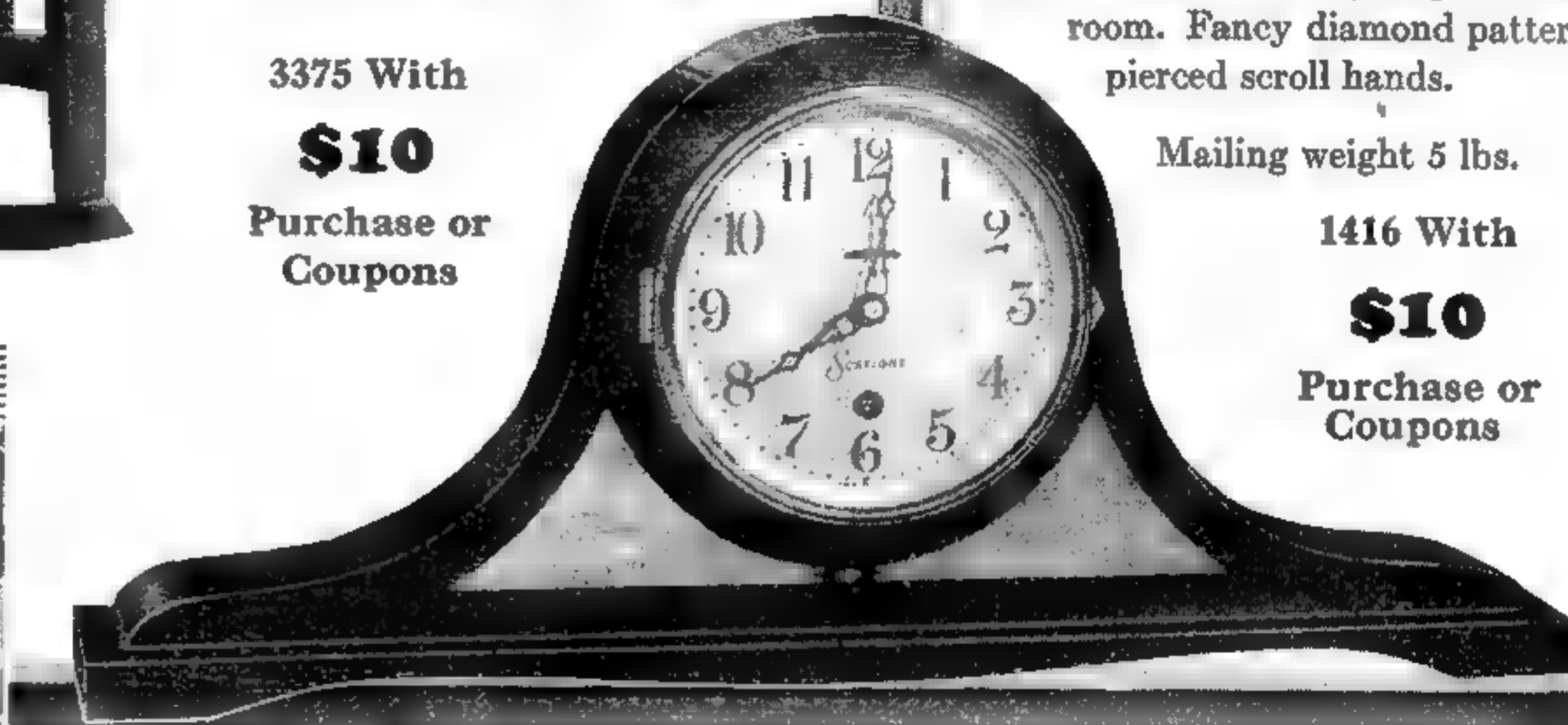
A BEAUTIFUL Sessions Clock in a handsome rubbed-effect, two-tone mahogany-finished case, 19-in. long. Popular tambour shape. Easy-reading, 5-in. gilt metal dial that resembles gold. Black numerals. Bezel and rim polished and lacquered. Bull's eye convex crystal permits easy reading from any angle of the room. Fancy diamond pattern pierced scroll hands.

Mailing weight 5 lbs.

1416 With

\$10

Purchase or
Coupons



With

\$10

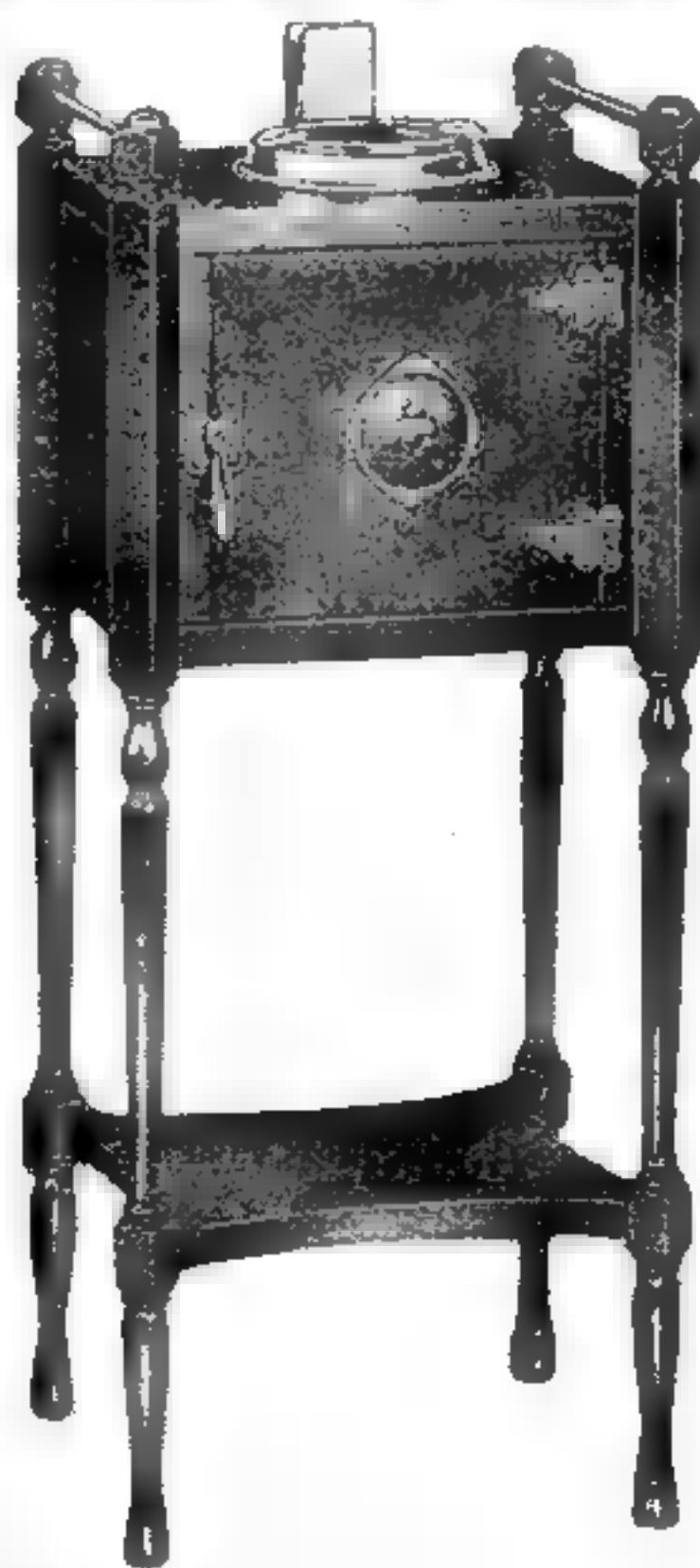
Purchase
or Coupons

Magazine Basket

A SMART basket made of selected Gumwood and finished in your choice of dull-rubbed, high-lighted American walnut or dull-rubbed Mahogany. Height over all, 25¾ in.; width, 9½ in.; length, 14 in. Shipping weight 13 lbs.

2656M2 Mahogany Finish

2656M8 American Walnut Finish



Smoking Cabinet

NO wonder this smoking cabinet is one of our most popular Premiums! It is a wonderful value, indeed, made of Gumwood in dull-brown mahogany finish or dull-rubbed, high-lighted American walnut finish. Equipped with heavily nickel-plated brass ash tray with colored glass inset, match holder and two cigar rests. Height over all, 28 in.

2622M2 Mahogany finish

2622M8 American Walnut finish

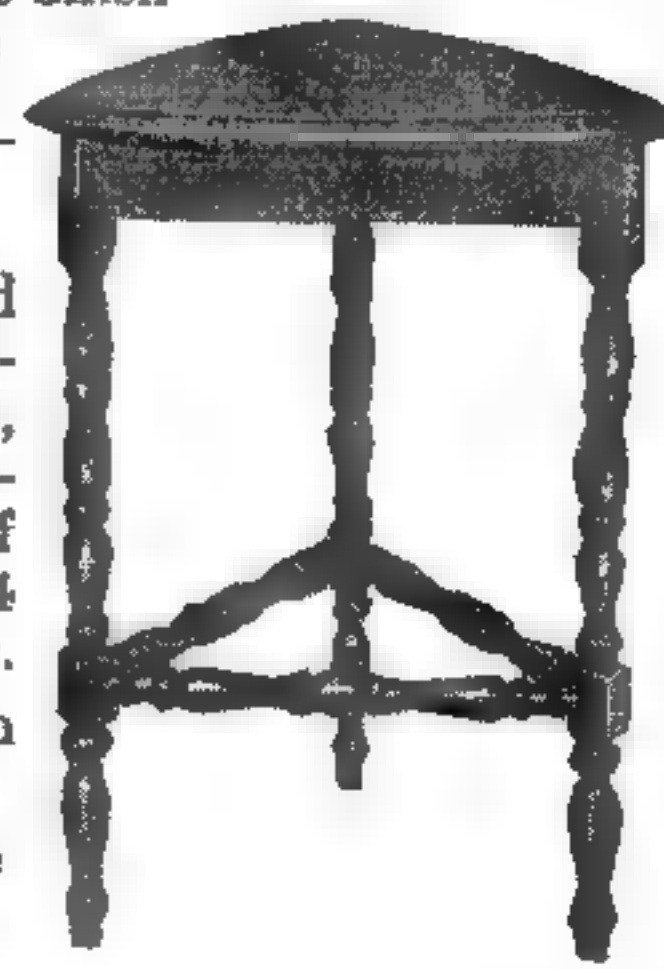
With **\$10** Purchase
or Cpn.

End Table

THIS triangular-shaped table is made of Gumwood in dull imitation, brown mahogany or American walnut finish. Sides of top 17 in. long. Height, 24 in. Shpg. wt. 13½ lbs.

3412M2 Mahogany Finish
3412M8 Walnut Finish

With **\$10** Purchase
or Cpn.



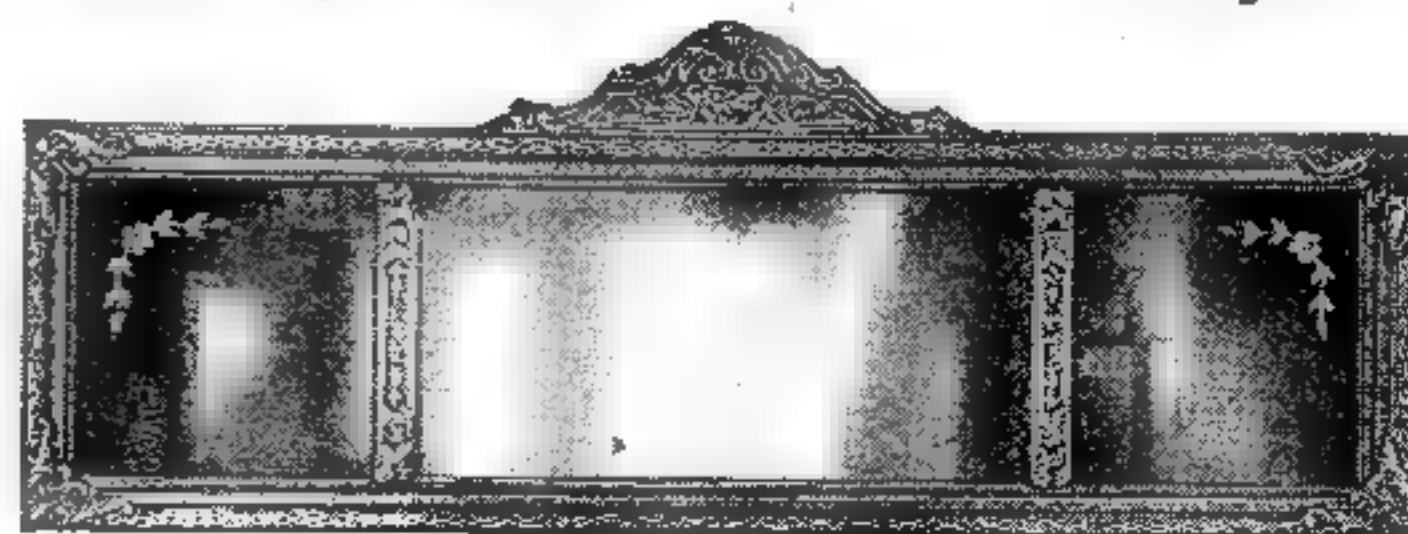
Handsome Panel Mirror

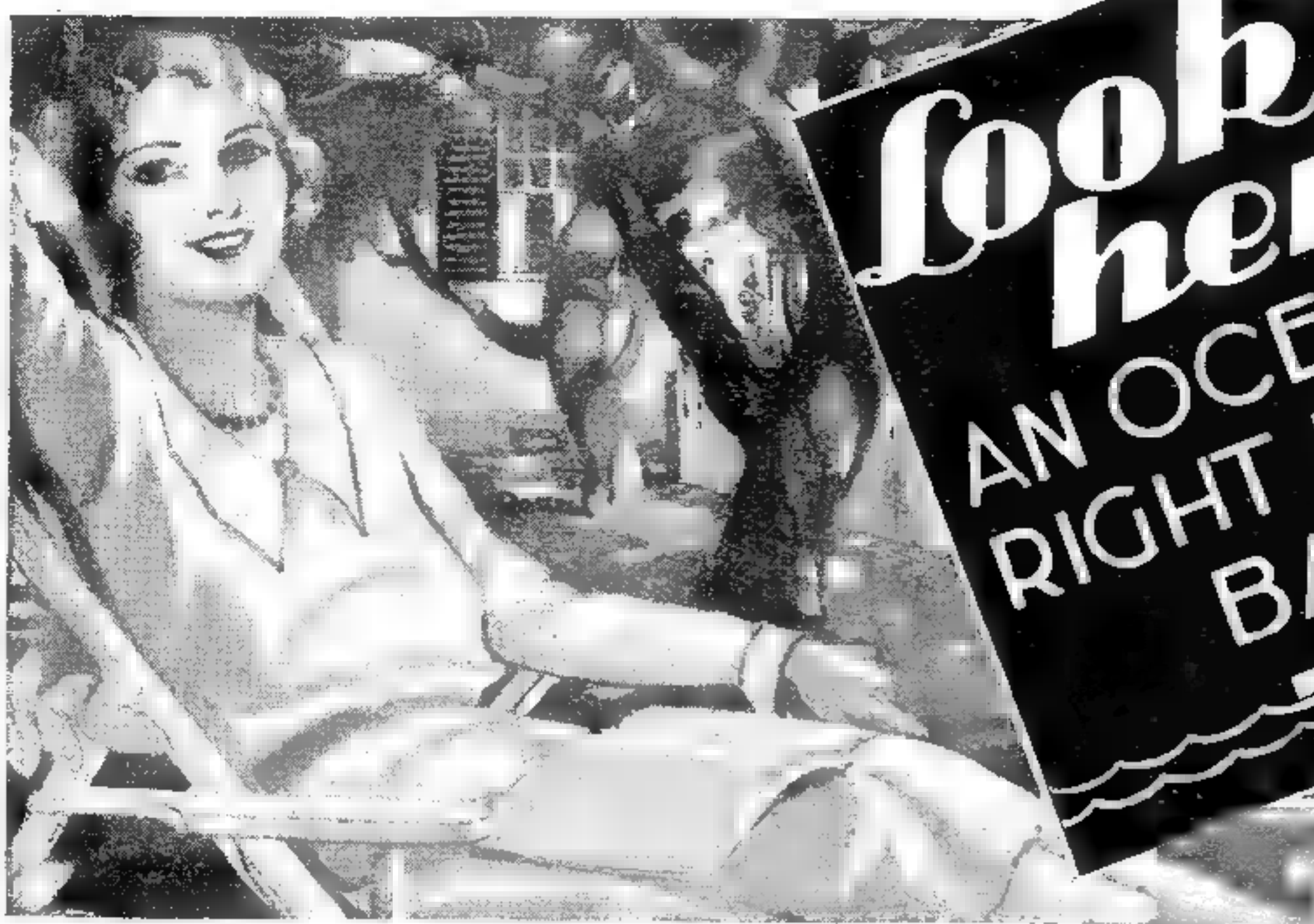
A MIRROR of exceptional value. The frame is finished in old gold with ornamental top in red, green and blue. Size, over all, 39½ x 14¼ in. Shipping weight 20 lbs.

2042, With

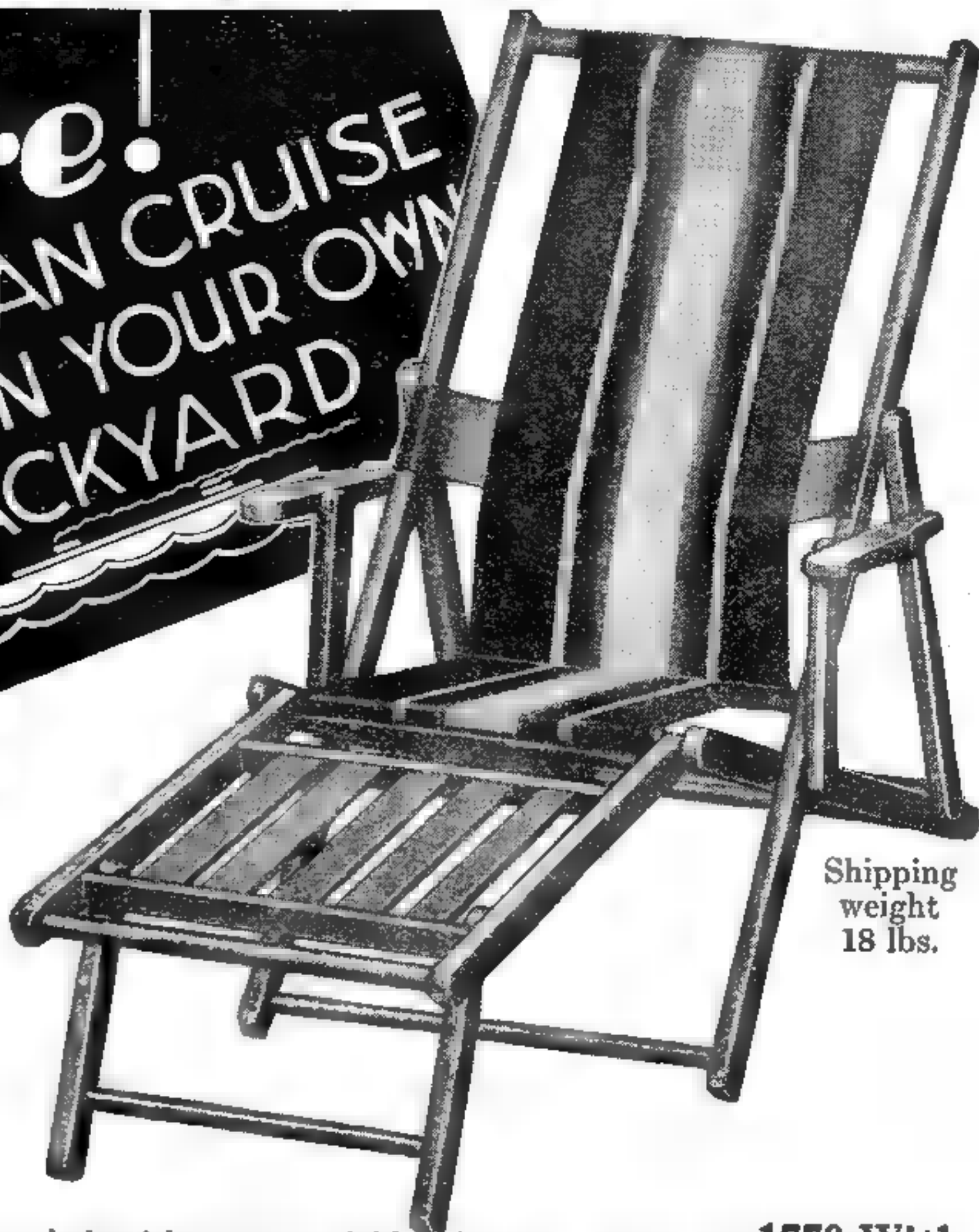
\$10

Purchase
or Coupons





Premiums to make life a pleasure and comfort the year round . . . that's what you find in your Larkin Catalog. Indoors, outdoors, all around the home . . . Larkin Premiums bring touches of comfort and make joining a Larkin Club worthwhile, indeed!



Shipping weight 18 lbs.

Attractive Bridge Lamp

A very splendid value in a bridge lamp! The gaily scalloped shade of this attractive lamp is hand-painted rayon with dainty braid trimming. Its metal standard in tones of brown and gold add to its attractiveness. The one turn-button socket is adjustable. Shade is 9 x 13 in.; standard is 56 in. high.

Shpg. wt. 18 lbs.

1062 With

\$10

Purchase or Coupons



Folding Reclining Chair

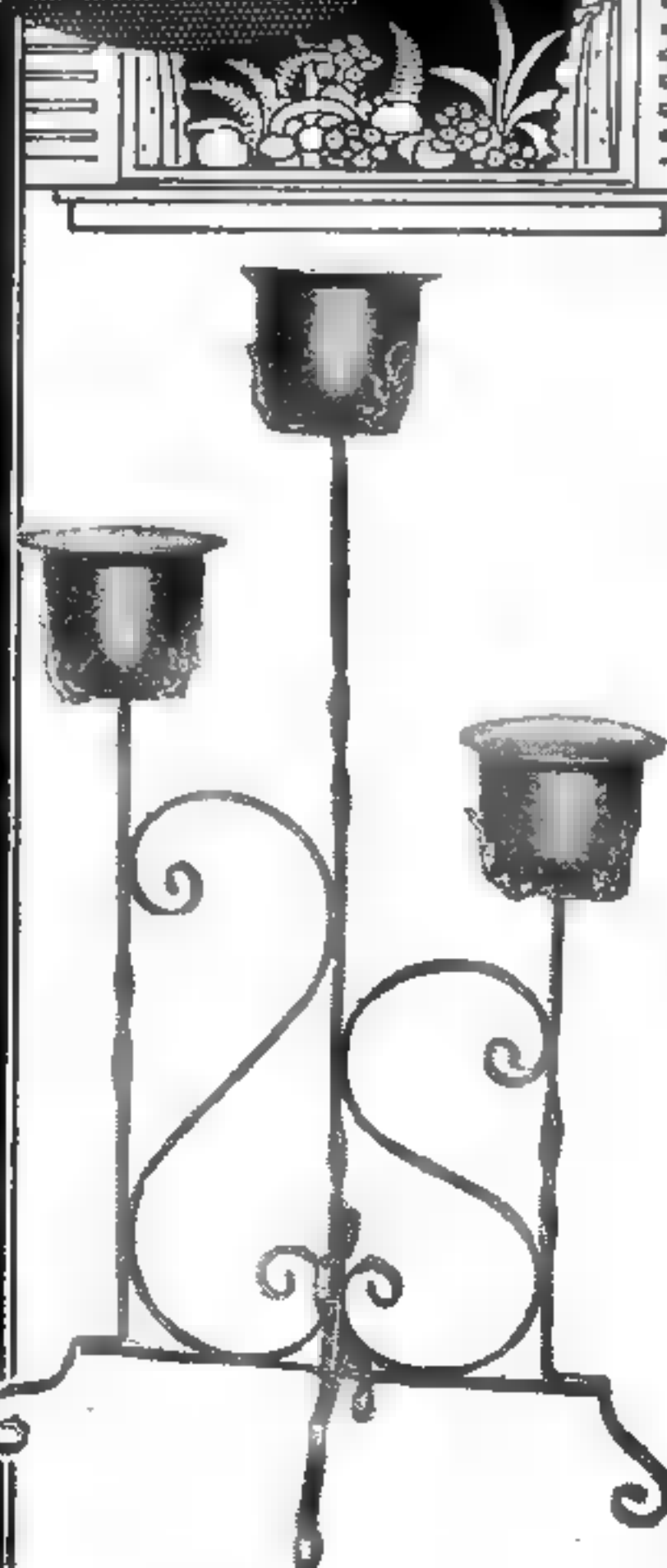
Here is a chair with a strong, rigid frame made of selected hardwood. Finished with water-proof varnish on the natural wood. A specially designed canvas seat provides exceptional comfort and prevents sagging. Back and seat of striped canvas in a combination of green, yellow, tan, red and black. Cotton-stuffed pillow at top and canvas strip across back add to comfort. Detachable slatted wood foot-rest. Chair adjustable to four positions.

1779 With

\$10

Purchase or Coupons

Smiling Homes
ARE THOSE WITH
FLOWERS
IN THEIR
WINDOWS



A Fernery popular with home lovers

Wrought Iron Plant Stand

A very novel and decorative stand for holding plants. Made of wrought iron, finished in a speckled black and orange, with the linings of the pots orange color. 34 in. at highest point. Floor space 23 in. across by 14 1/4 in. deep. Holders will take flower pots 4 3/4 in. in diameter. Shpg. wt. 15 lbs.

1704 With

\$10

Pur. or Cpn.

Fibre Fernery

A well designed Fibre Fernery representing exceptional value. Filled with some of your favorite plants or ferns will make a welcome addition to your room. Finished in tan shellac. Outside dimensions, 27 1/2 in. long; 11 in. wide; 30 1/2 in. high. Galvanized soil pan.

2005 With

\$10

Pur. or Cpn.

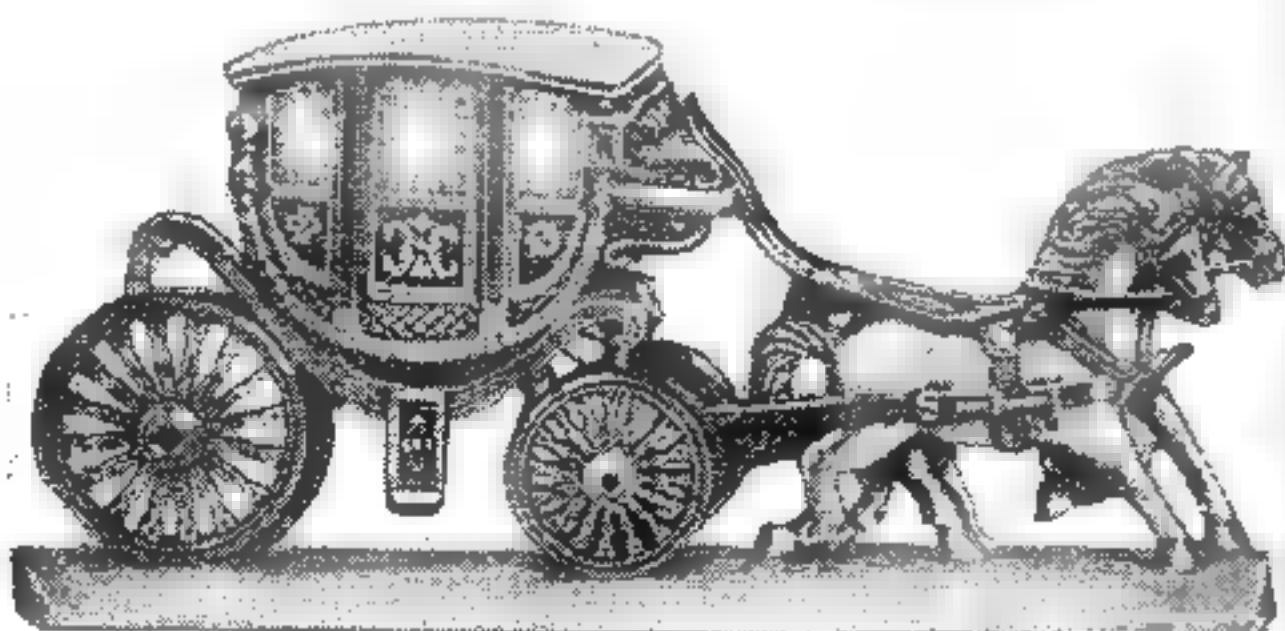
Stage Coach Lamp

A novel illuminated metal ornament for the mantel or radio. It is 20 in. long but requires space only 4 1/2 in. deep, as back is hollow and fitted for a bulb. 9 1/2 in. high. 6-ft. cord; turn-button switch. Ivory and polychrome metal. Mfg. wt. 20 lbs.

2547 With

\$10

Purchase or Coupons



1881

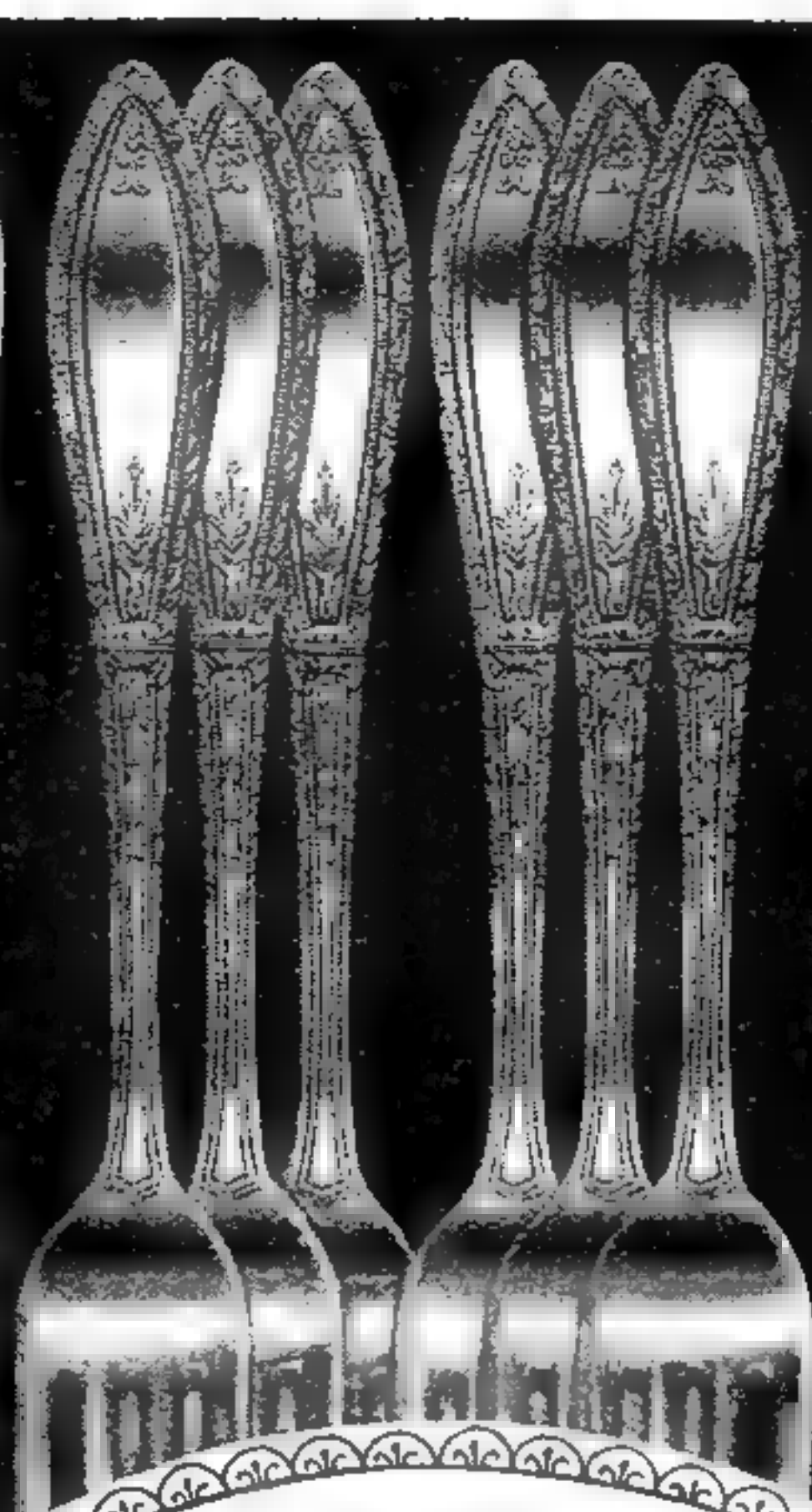


ROGERS SILVERWARE



A1

Guaranteed Without Time Limit



OUR
BIGGEST
SILVERWARE VALUE
18 PIECE SET

Stainless Steel Knives

1100M1
Coronet

1100M2
Avion

with **\$10** Purchase or Coupons

The Coronet

The Avion

YOUR CHOICE OF TWO BEAUTIFUL PATTERNS

HERE is one of our greatest offers and our biggest silverware value. An 18-piece set of the famous Rogers 1881 A1 silverware guaranteed without time limit.

6 Forks

6 Teaspoons

6 Knives

Note that the knives in this set have stainless steel blades which will not rust, stain or corrode. Moreover, you are offered a choice of either the Coronet or the Avion pattern in the popular platinum-gray finish. This set is advertised and sold through jewelers at the cash price of \$11.25. Just think! The members of your new Larkin Club can have it as a Premium with \$10 worth of Larkin Products.

Mailing weight 2½ lbs.

1100M1

18 piece Set

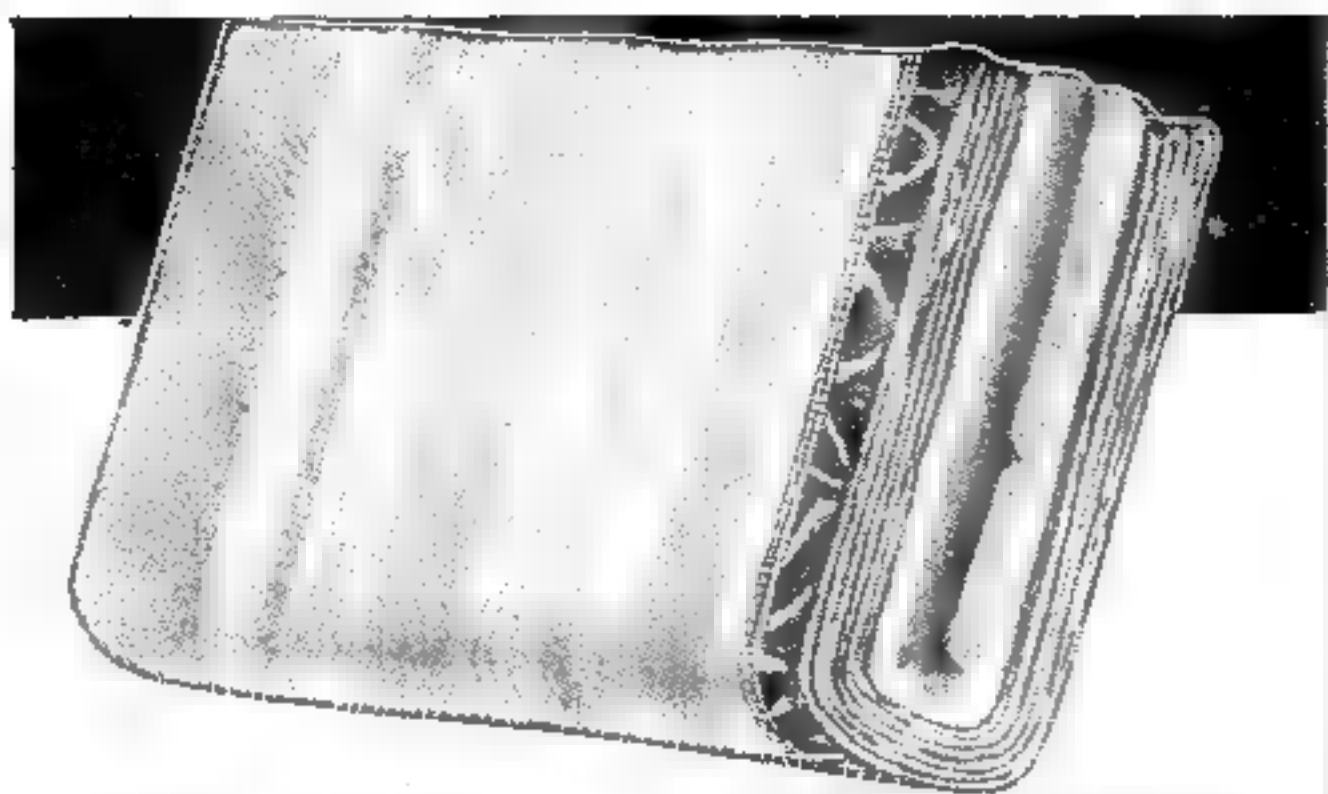
Coronet Pattern

1100M2

18 piece Set

Avion Pattern





**EXTRA VALUE! EXTRA LARGE!
Part-Wool Blanket**

Double blanket of China cotton and wool. Carefully napped and ends bound with mercerized sateen. Size, 72 x 84 in. Mlg. wt. 6 lbs.

4220M1 Blue 4220M4 Green
4220M6 Heliotrope 4220M8 Rose

With **\$10** Purchase
or Coupons

Rayon-and-Cotton Bedspread

The pattern of this spread is a copy of a famous old hand-woven Colonial coverlet. Seamless and scalloped. Size, 84 x 108 in.

Mailing weight 3½ lbs.

1724M1 Blue 1724M2 Gold
1724M4 Green 1724M8 Rose

With **\$10** Purchase
or Coupons



**Printed
Rayon
Negligee**

A handsome Negligee of Black Rayon printed in yellow, blue and red and trimmed with bright-red rayon. Note the subtle flattery in the soft, graceful swirl of the flounce! Mlg. wt. 1 lb.

Sizes: Medium
(34 to 38) and
Large (40 to
44.)

4580 With **\$10**
Purchase
or Coupons
STATE SIZE

**Rubber-Coated
Raincoat
for
Men**



Sizes: 36,
38, 40, 42,
44 and 46
Chest.

A genuine vulcanized rubber-coated raincoat that withstands the hardest rain. Not a stitch in it except to fasten the buttons—every seam is securely cemented.

Light-weight and real soft. 49 in. long. Offered in Olive-drab only.

Mlg. wt. 2½ lbs.

4471 With **\$10** Purchase
or Coupons

Traveling Bag

A black, 18-inch, real cowhide leather bag in walrus grain. Has washable, water-proof lining. One full-length pocket on each side of bag. Length over all, 20¾ in.; width, 10 in.; height, 12½ in. Mlg. wt. 11 lbs.

3917 With **\$10** Purchase
or Cpnns.



The Cheer of
**COLORED
LINENS**



Rayon-and-Linen Set

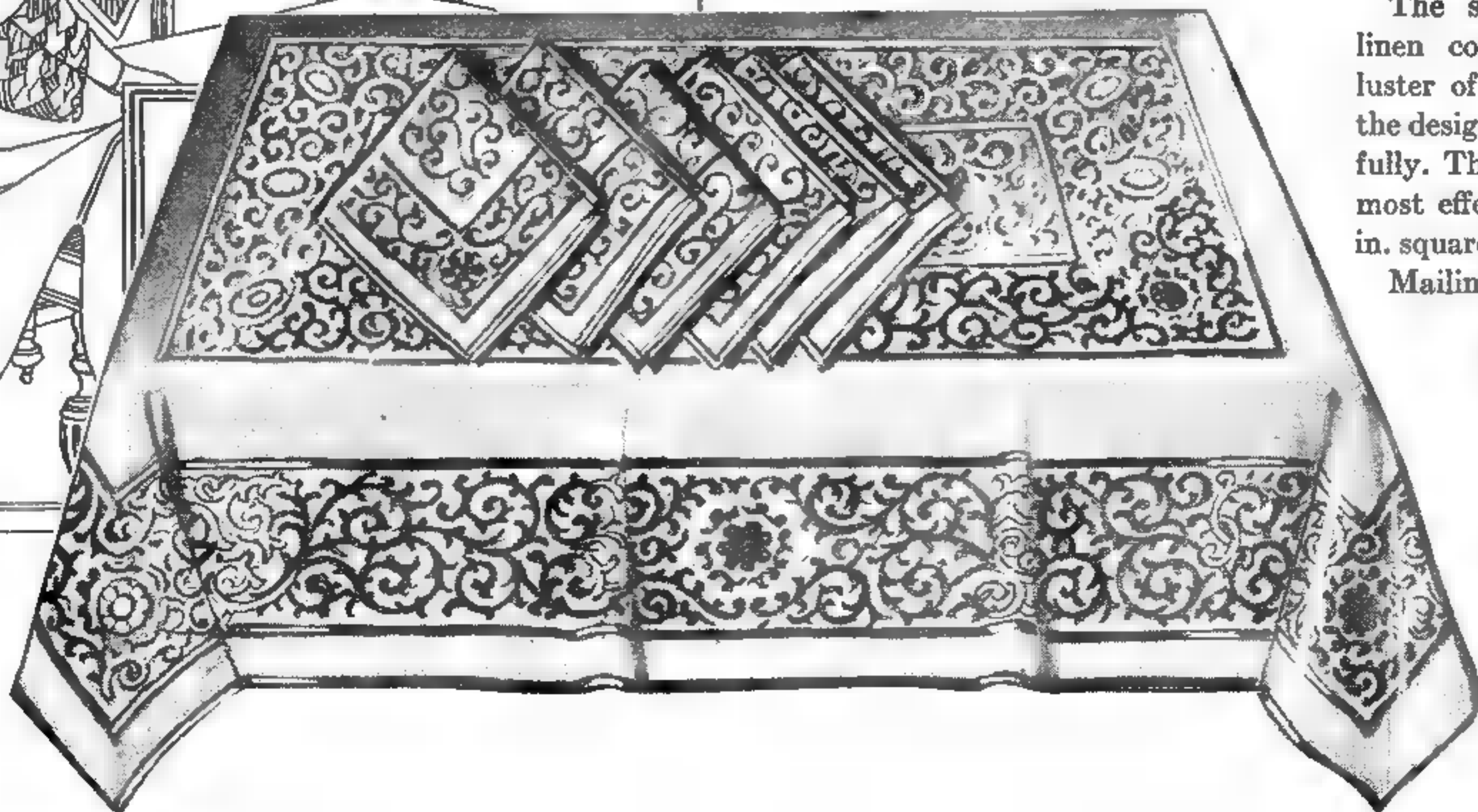
Any woman will be delighted to join your Club in order to obtain this lovely rayon-and-linen set, so new and popular right now!

The sheen of the fine linen combined with the luster of the rayon makes the design stand out beautifully. The scroll pattern is most effective. Cloth is 54 in. square. 6 14-in. napkins.

Mailing weight 1¾ lbs.

4735M3 Ivory
4735M4 Green

With **\$10**
Purchase
or Coupons



4360M2
With
Pur. or
Coupons

VITALITY *Cooker*

**COOKS
A WHOLE
MEAL
AT ONE
TIME**



10-qt. size
2-qt. insert pan
2 1-qt. pans

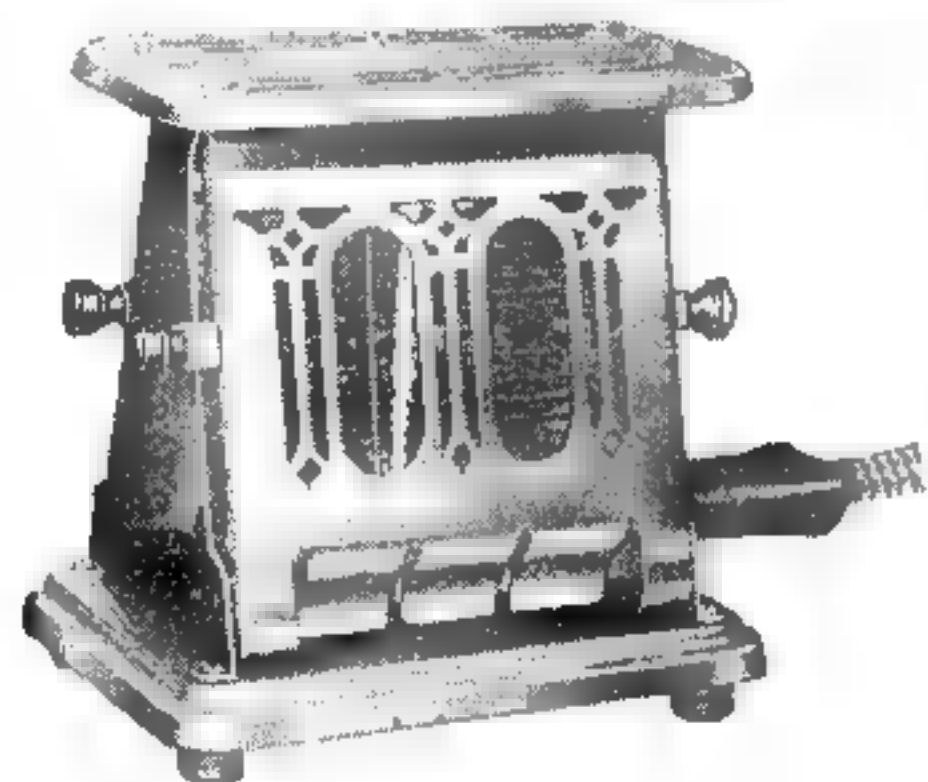
Holds 5 pint jars
or 1 quart jars
for cold-pack
canning.

4360M2 Here is an amazing cooker that prepares a whole meal over a single burner. This utensil cooks foods in their own juices, retaining the delicious, natural flavors, and the health-building vitamins and minerals that are lost by the ordinary boiling method.

Pot is of uniformly thick, seamless aluminum, beautifully polished, with a grooved rim in which the self basting cover fits, forming a water seal that prevents the escape of food moisture in steam.

Cover is equipped with automatic steam valve and four easily operated nickel-plated clamps. The nickel-plated steel base distributes heat evenly and prevents burning.

Mailing weight 7 lbs.



"Universal" Turn-Easy Toaster

3501 With

\$10

Purchase
or Coupons

This "Universal" electric toaster is of the very finest design and construction. It is chromium plated and will not rust or tarnish. Just by dropping the toast rack down you automatically turn the bread. Takes two large-size pieces of bread. Equipped with silk-finished cord; push button switch. For 105-115 volts.

Mailing weight 4 lbs.



1365

With

\$10

Purchase
or Cpn.

"Universal" Electric Iron

An electric iron which possesses the desirable "wrinkle-proof" feature. Because of the round heel it irons backward and sideways as easily as forward. Chromium Plated. Heats quickly. 6-ft. cord; toggle switch. For 105-115 volts. Mailing weight 8 lbs.

Rubber-Tired Coaster Wagon

Here is a Roller-Bearing Coaster Wagon that will provide hour upon hour of pleasure for the children. This rubber-tired coaster wagon is splendidly and substantially constructed. It is made of hardwood in a varnished natural finish, attractively decorated in red and black. The wagon bed, well constructed, has removable sides and ends and measures 14 x 32 in. Steel bolsters. Sliding brake on rear wheel.

Shipping weight 32 lbs.



3932 With

\$10

Purchase
or Coupons

Steak-Knife Set

By taking a single share in your Larkin Club, any woman may add this Steak Knife Set to her tableware! The set consists of six French pattern steak knives with bright, permanently polished stainless steel blades that will not rust nor stain. The handles are of dainty, lustrous grained Ivorylike, like genuine ivory in appearance. Length, 9 1/4 in. over all.

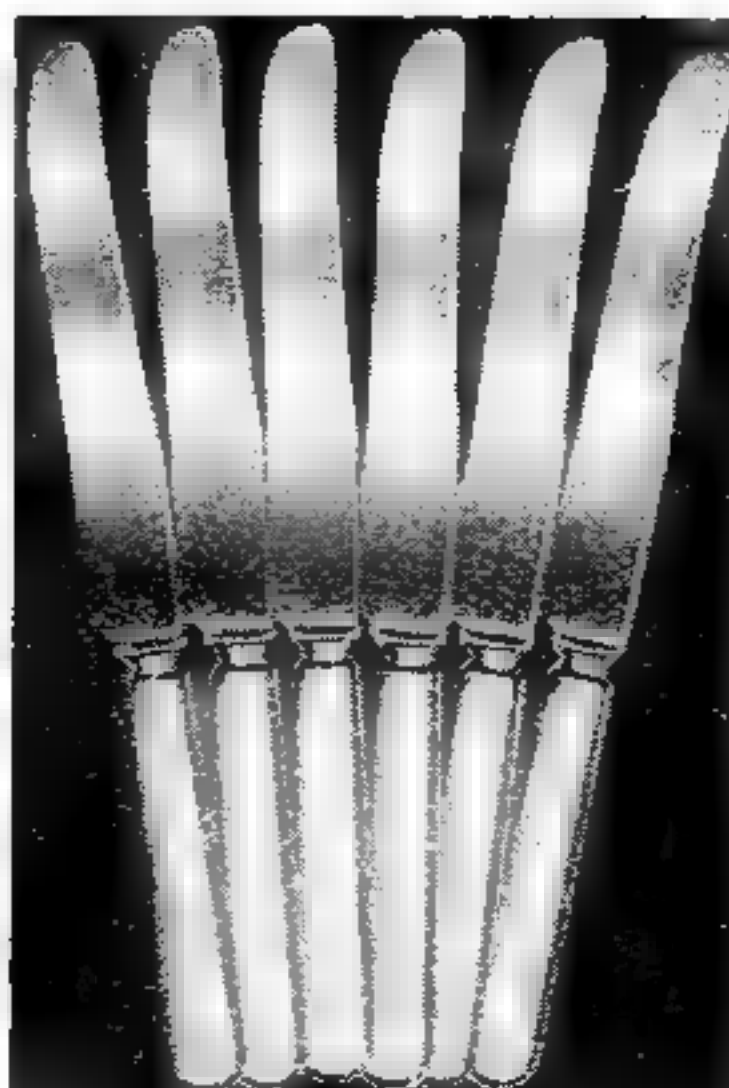
4094

With

\$10

Purchase
or
Coupons

Mlg. wt.
12 oz.



Bird Cage and Stand

This cage and stand are beautifully finished in lacquer. Has two straight perches, one spring perch, swing and two seed cups, and removable tray. Stand is 5 ft. 7 in. high with weighted base and full loop arch. Suspension spring.

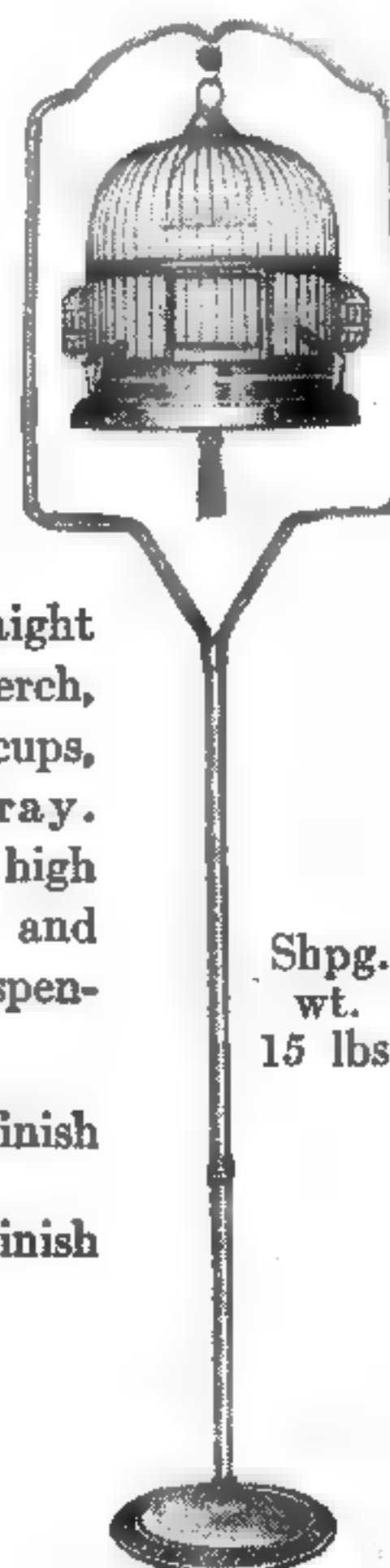
3753M3 Deep Ivory finish
with Black trim.

3753M4 Green finish
with Gold trim.

With

\$10

Purchase
or Coupons



Shpg.
wt.
15 lbs.

Prices are lower! on LARKIN PRODUCTS

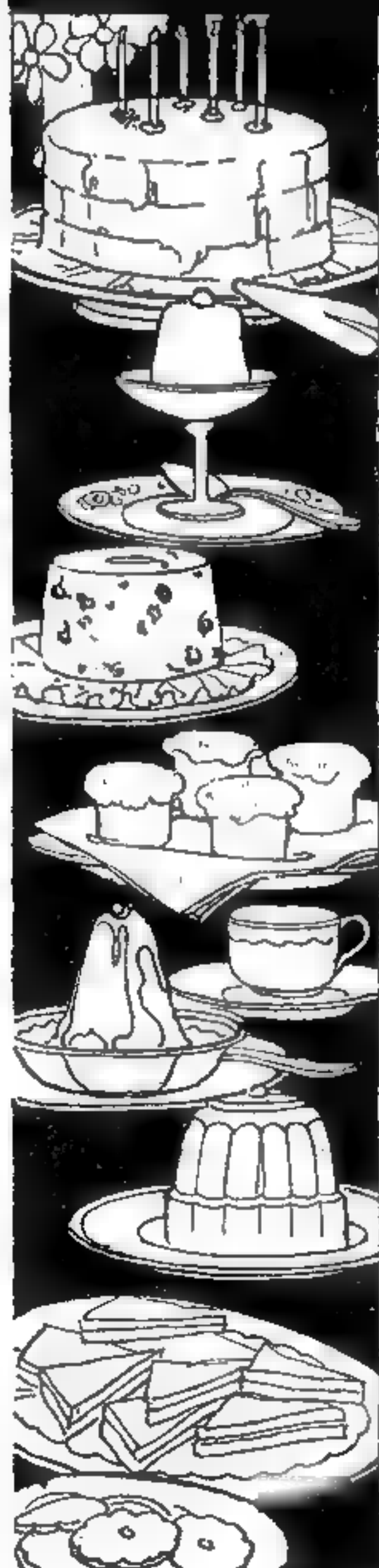
GREAT as was the saving in 1930 in Larkin dealing, the saving in 1931 will be greater. Down have gone the prices on favorite Larkin Products!

Look at all the household items you are buying daily, to be found in the Larkin Product list. On this page and the two succeeding ones are shown a splendidly representative group of the 800 Products in the Larkin Catalog. A complete list of Larkin superior-quality Products . . . the descriptions and the prices . . . will be found in your Larkin Catalog free on request.

Deal on the Larkin factory-to-family Plan and enjoy new, helpful economies in 1931. And at the same time beautify your home with Larkin Premiums . . . your saving through the purchase of Larkin Products.



Pure Foods



Larkin Vanilla

Larkin Vanilla Extract is real Vanilla Extract made from the finest vanilla beans. It is absolutely pure. Because of its strengthened quality, it goes farther. Mfg. wt. 5 oz.

No. 5 2-oz. bottle, 44c with PREMIUM

Larkin Cocoa

The cheapest and best food drink! Pure, wholesome and delicious. Specially desirable for children because of its nourishing qualities. Makes delicious fudge, caramels, cake, icings, etc. Mfg. wt. 1/2 lb.

1/2-lb. pkg., 18c with PREMIUM

Larkin Phosphate Baking Powder

Larkin Phosphate Baking Powder is another popular Larkin Product because of its always reliable results. It is noted for its purity, efficiency and wholesomeness. Mfg. wt. 9 oz.

6-oz. can, 18c with PREMIUM

Larkin Corn Starch

Fine, smooth and pure. None better made! Nutritious puddings and other delicious desserts quickly made with Larkin Corn Starch. Corn Starch pudding is especially fine for youngsters. Recipes on package. Mailing weight 1 1/4 lbs.

1-lb. pkg., 15c with PREMIUM

Larkin Pudding Preparations

A delicious dessert the whole family will enjoy. Easy to make, is satisfying, nutritious and economical. Four flavors: Chocolate, Lemon, Orange and Vanilla. Mfg. wt. 5 oz.

Pkg., 15c with PREMIUM

Larkin Club Coffee

A delicious blend of carefully selected varieties, scientifically blended by experts and roasted in our own great factories. It has a full, rich flavor. Mailing weight 1 1/4 lbs.

1-lb. pkg., 55c with PREMIUM

Short-Cut Macaroni

Larkin Macaroni is made with a thin wall; cooks perfectly in three minutes. Treat the family with a piping-hot dish of macaroni topped with cheese and done to a crisp, golden brown! Mailing weight 10 oz.

8-oz. pkg., 14c with PREMIUM

Larkin Egg Noodles

These noodles are made from fresh egg yolks and high-grade wheat flour, making them very tender and delicious. They cook quickly and so tempting and appetizing you will want to serve them often. Mfg. wt. 9 oz.

8-oz. pkg., 22c with PREMIUM

Larkin Fine Teas

High-quality imported teas having that richness of flavor that is so gratifying and desirable. We particularly recommend our Black-and-Green Mixed Tea. Mfg. wt. 9 oz.

Black-and-Green Mixed Tea
1/2-lb. pkg., 35c with PREMIUM

Larkin Gelatine

Delicious desserts in many tempting forms easily made. May be used without color, coloring comes in separate envelope. Choice of Raspberry Color or Orange Color.

Mailing weight 1 oz.
Pkg., 15c with PREMIUM



Perfumes and Toilet Preparations

Witch Hazel Vanishing Cream

Protects against chapping, sunburn and wind. It is free from greasiness—absorbed immediately after application. Used as directed, it will improve your complexion and leave your skin wonderfully smooth. Soothing to the most delicate skin. Mlg. wt. 12 oz.

4-oz. jar, **60c** with PREMIUM

Egg Shampoo

This shampoo is clear, pure and entirely greaseless, combining the cleansing qualities of coconut and olive oils with the dried whites of eggs. Soft, silky hair, lustrous and alluring, can be kept so by using Larkin Egg Shampoo frequently. Mailing weight 11 oz.

4-oz. bottle, **40c** with PREMIUM

Witch Hazel Shaving Cream

Real shaving satisfaction! Thick, creamy lather carries away natural oil and penetrates to very base of every hair. The result—the beard is thoroughly softened; shaving is easy and quick. And the witch hazel leaves the skin cool and refreshed. Mlg. wt. 4 oz.

Tube, **30c** with PREMIUM

Bay Rum

An extra-high quality of Bay Rum, made from the finest quality materials. Cooling and comforting to the skin. A refreshing application for ordinary headache. Popular with men for use after shaving and for moistening the hair. Mailing weight 10 oz.

4-oz. bottle, **35c** with PREMIUM

Derma Balm

Derma Balm, the perfect lotion for all uses. This fragrant Balm replaces the natural oils that give your hands their softness and fine texture. Men like it, too, as an after-shaving lotion. Mailing weight 10 oz.

3-oz. bottle, **35c** with PREMIUM

Hair Wave Lotion

This delightfully perfumed liquid sets the curl in ■ permanent wave, finger wave, or comb wave and helps it to hold that freshly curled appearance for ■ longer time. Try it! Also keeps stubborn hair in place. Mailing weight 10 oz.

4-oz. bottle, **50c** with PREMIUM



Larkin Tooth Paste

Agreeably flavored, effective and purifying. Contains sufficient abrasive to thoroughly cleanse the teeth without injuring the enamel. Stimulates the gums, too.

Mailing weight ■ oz.

Tube, **25c** with PREMIUM

Orange Blossom Talcum Powder

Soft, velvety and absorbent Larkin Talcum Powder which brings comfort the year 'round. Cool and refreshing as body dusting powder. Perfumed with the fragrance of real Orange Blossoms. Compounded from the purest talcum and boric acid. Mailing weight 5 oz.

3-oz. sifter-top can, **25c** with PREMIUM

Larkin Face Powder

An exquisite powder, delightfully smooth and fine. Delicately scented and absolutely pure. Preferred by fastidious women because it "stays on." Choice of four shades: White, Natural, Pink or Brunette.

Mailing weight 4 oz.

2-oz. box, **40c** with PREMIUM

De-odor-ol

Applied regularly to the under-arms, feet, etc., it prevents the stain and odor of perspiration. An essential to personal daintiness. Does not interfere with skin functions.

Mailing weight 7 oz.

1 1/4-oz. bottle, **35c** with PREMIUM

Quinine Hair Tonic

Larkin Hair Tonic stimulates the growth of hair and promotes a generally healthy condition of the scalp. It is delightfully fragrant and of a rich ruby color, dries quickly, imparting to the hair a silky softness and delicate perfume. Mailing weight 10 oz.

4-oz. bottle, **50c** with PREMIUM

Modjeska Bouquet Perfume No. 1

This perfume is a subtle blending of odors resulting in a perfume of rich and lasting quality. By far the most popular perfume because of its good quality, unvarying for forty years, and its moderate price. Mlg. wt. 4 oz.

1-oz. bottle, **50c** with PREMIUM

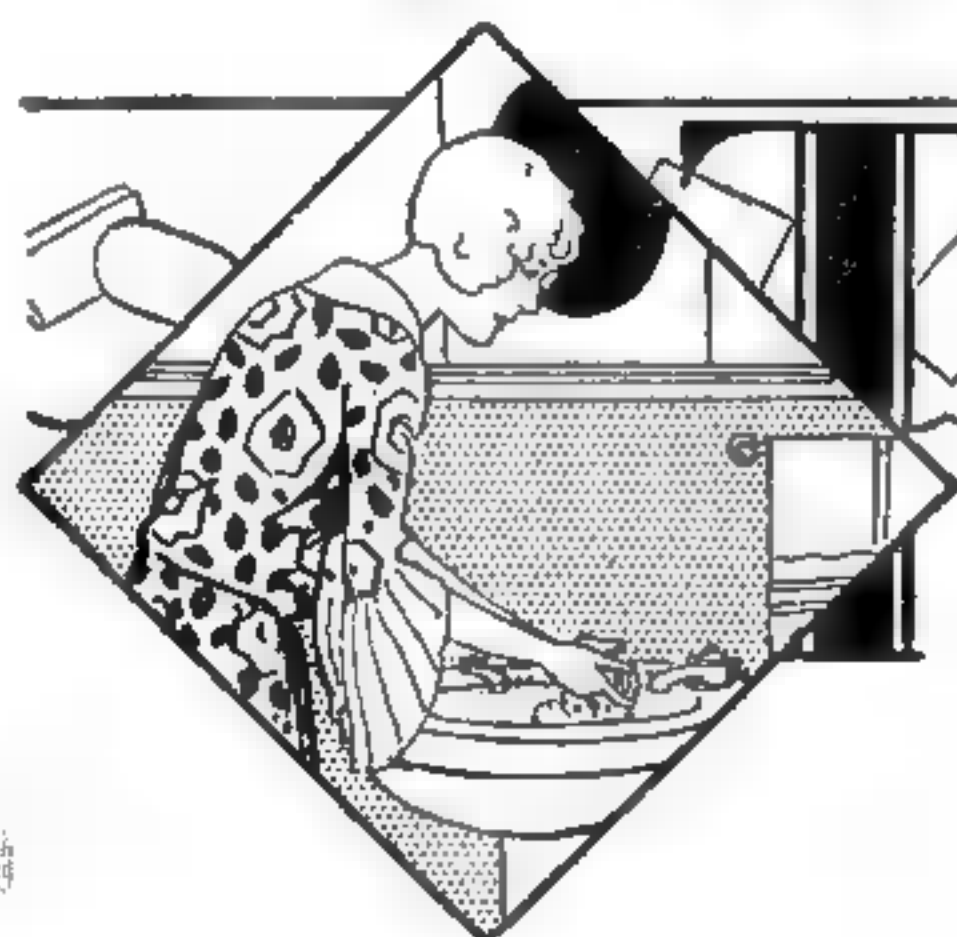
Aurolé Perfume

(Pronounced Or-o-lay)

The master-perfumer's effort to make captive the golden sunbeams—a symphony of fragrance that breathes the allurements of the radiant dawn of a spring morn amid flowering thickets. Attractive bottle.

Mailing weight 4 oz.

1-oz. bottle, **60c** with PREMIUM



Maid o' the Mist Soap

(Guest Size)

A pearl-white floating soap, pure and mild. Dainty, convenient, standard-size cakes, so handy and attractive for the guest and for personal use as well. Mlg. wt. 1 lb.

Carton of 5 unwrapped cakes, **32c** with PREMIUM

Olive Green Soap

The creamy, smooth lather of this delightful soap, made from olive, palm and other oils, opens ■ easy way to loveliness. Mailing weight 1 1/4 lbs.

Special Jubilee Box

5 unwrapped cakes, **55c** with PREMIUM

Hard-Water Soap

Lathers and cleans ■ matter how hard the water may be. A delightful toilet soap, delicately perfumed and tinted. Mailing weight 1 1/4 lbs.

5 unwrapped cakes, **85c** with PREMIUM

Old English Toilet Soap

An unscented toilet soap of exceptional value. Made from the finest materials in our own factories after an old English formula. Mailing weight 1 1/4 lbs.

Box of 5 3 1/2-oz. unwrapped cakes, **50c** with PREMIUM

Baby Soap

An unscented soap, especially for tender, delicate skin. Made from olive, coconut and other bland vegetable oils. Absolutely safe for babies' use—and for grown-ups with tender skin. Mailing weight 4 oz.

Cake, **25c** with PREMIUM

Pure Castile Soap of Olive Oil

Made from pure olive oil perfectly saponified. Extremely mild; harmless to most sensitive skin. No purer castile soap made! Mailing weight 5 oz.

Cake, **20c** with PREMIUM

Shampoo Soap

Contains just the right ingredients to promote a healthy condition of the scalp while thoroughly cleansing and leaving the hair soft, fluffy and lustrous.

Mlg. wt. 4 oz. Cake, **20c** with PREMIUM

Transparent Bath Soap

A large-size cake delicately scented with the perfume of roses and attractively tinted. Popular for both toilet and bath. Mailing weight ■ oz.

Cake, **20c** with PREMIUM

Sandalwood Soap

Richly scented with genuine oil of Sandalwood. A soap of rare charm—as fine ■ fifty years of soap making can make it. Mailing weight 11 oz.

Box of 3 cakes, **70c** with PREMIUM

Safeguard Health Soap

Stimulates and promotes a healthy, clean condition of the skin and effectually removes body odor. Highly esteemed by physicians and nurses. Mlg. wt. 14 oz.

Box of 3 cakes, **60c** with PREMIUM

Laundry Supplies

POLISHES and CLEANSERS

Boraxine

A laundry luxury that lightens your load on wash-day, by dissolving the dirt that formerly had to be rubbed away! Unsurpassed for general cleaning . . . woodwork, floors, windows, etc. A necessity for the dairy. Fine for dish-washing, too. Mfg. wt. 14 oz.

12-oz. pkg., **9c** with PREMIUM

Larkin Soap Chips

Fine, easily dissolved, they make quick, plentiful suds in hard, soft, cold or hot water. Fine for use in the washing machine. Mailing weight 1 3/4 lbs.

24-oz. carton, **38c** with PREMIUM

Window Bright

There's nothing like Window Bright for cleaning windows. Makes cut-glass sparkle. Cannot scratch. Great for cleaning metalware, aluminum, mirrors, nickel, woodwork, china, refrigerators, windows, bathtubs. Removes dirt instantly. Mailing weight 1 lb.

14-oz. can, **20c** with PREMIUM

Larkin Cedar-Oil Polish

Polishes floors and all kinds of woodwork, giving them the finish and brilliance the careful housekeeper takes pride in. A cloth moistened with Cedar-Oil Polish makes a good dustless dust-cloth. Mailing weight 1 1/4 lbs.

8-oz. bottle, **40c** with PREMIUM

Gloss Starch

Made from high-grade, sound, edible corn. Pure, elastic and economical. Gives body and weight without hard stiffness. Easy to work with; doesn't stick to the iron. With a little Larkin Borax added, makes a good cold water starch.

Mailing weight 3 1/2 lbs.

3-lb. pkg., **45c** with PREMIUM

Ball Blue

Popular Bluing—quick, convenient and satisfactory. Used in the rinsing water makes clothes look whiter and cleaner. Takes away the yellow hue. Prevents white gloves and white hosiery from turning yellow. Mfg. wt. 7 oz.

1/4-lb. box, **15c** with PREMIUM

Larkin Cleanser

Larkin Cleanser removes grease, grime, dirt, rust and corrosion. Don't wear yourself out with hard scrubbing and scouring! Larkin Cleanser makes these tasks easier. Just punch in the two holes in the top with your finger or a pencil. Mailing weight 1 1/4 lbs.

1-lb. carton, **9c** with PREMIUM

Household Ammonia

Full-strength household ammonia containing soap qualities. Useful in a variety of ways for general household cleaning. Used in the wash, makes clothes snowy white and lessens the labor of washing flannels and blankets. Unavailable. Shipping weight 1 1/4 lbs.

1-pt. can, **30c** with PREMIUM

Maid o' the Mist Flakes

These flakes are so thin and light that they dissolve almost instantly. Fine for sheer garments you like to wash right in your wash basin. A dish-washing delight, too! Mailing weight 7 oz.

5-oz. pkg., **13c** with PREMIUM

White Woolen Soap

Woolens should not be washed in hot water. White Woolen Soap makes a copious lather in water that is not too hot. Mfg. wt. 8 oz.

Wrapped Bar, **10c** with PREMIUM

Larkin Cleaning Paste

Quickly removes dirt and grease from all painted surfaces. Keeps all woodwork clean and spotless. Cleans gold, silver and all metals, cut-glass, windows, enamelware, marble, etc. Cleans without soiling the hands or scratching the surface. Mailing weight 2 3/4 lbs.

1-qt. can, **40c** with PREMIUM

Larkin Sanitary Cleanser for Water-Closets

A powder that quickly and effectually cleans water-closets, bowls and traps by chemical action. Keeps bowls white, odorless and sanitary. Will not injure the bowl or plumbing. Mfg. wt. 1 3/4 lbs.

1 lb. 6 oz. can, **30c** with PREMIUM

Honor White Naphtha Soap

A wonderful washing soap just full of cleansing qualities. The perfect hard water soap. Use it in hard, soft, cold, lukewarm or boiling water. It loosens the dirt and quickly cleans, yet it is so mild that it is a blessing to women with tender hands. Mfg. wt. 5 1/2 lbs.

Carton of 10 bars, **70c** with PREMIUM

Water Softener

Makes the hardest water soft as rain water! Saves cleaning, time and effort in many ways. Makes dish-washing agreeable. Cuts laundry labor in half. Makes clothes whiter. A sprinkling in the bathtub leaves it spotless with a single rinsing. Always keep it handy.

Mailing weight 1 1/4 lbs.

1-lb. pkg., **20c** with PREMIUM

Silver Polish

A silver polish paste that will do the work perfectly without injury to the surface. Puts the original sparkle on silver-plated ware, gold, silver and other precious metals. Mfg. wt. 10 oz.

Box, **20c** with PREMIUM

Stove Polish

A polish that gives a quick, lasting shine. It is as fine as we can make it. There is no danger from fire.

Mailing weight 10 oz.

Can, **15c** with PREMIUM

PHARMACAL PREPARATIONS

Eudentine

Eudentine is a recognized antiseptic solution, vital in deterring germ growth. Used as a gargle, it helps to ward off or relieve common sore throat. Mfg. wt. 1 1/4 lbs.

1/2-pt. bottle, **45c** with PREMIUM

Glycerine U. S. P.

Highest U.S.P. concentration and purity. Valuable for its softening, healing, soothing and preserving qualities. Mailing weight 11 oz.

5 1/2-oz. bottle, **45c** with PREMIUM

Aromatic Spirit of Ammonia

For faintness, headache, acid stomach, etc. A quick stimulant. Mailing weight 5 oz.

2-oz. bottle, **35c** with PREMIUM

Castor Oil U. S. P.

Perfectly pure. A standard laxative and cathartic often prescribed by physicians. Particularly desirable for children. Mailing weight 9 oz.

4-oz. bottle, **30c** with PREMIUM

Petroleum Jelly No. 1 Amber

4-oz. jar, **25c** with PREMIUM



Mfg. wt. 9 oz.

Larcolax Tablets

A safe, agreeable and efficient laxative. Children take them like candy. For sour stomach, bilious headache, nausea, etc. Mailing weight 1 oz.

Box of 12, **20c** with PREMIUM

Aspirin Tablets

For the prompt relief of simple headache, head colds, neuralgia, muscular aches and pains. Also used as a gargle. Mailing weight 1 oz.

Box of 24 5-grain tablets, **30c** with PREMIUM

Tincture of Iodine U. S. P.

A healing germicide for painting fresh wounds, bruises, etc. Used in army hospitals. Shipping weight 3 oz. Not available.

1-oz. bottle, **25c** with PREMIUM

Cough Tablets

Soothing relief for simple irritations of throat, common coughs due to colds, hoarseness, tickling, huskiness. Pleasant tasting, convenient. Mailing weight 2 oz.

Box of 32, **20c** with PREMIUM

Healitol

A soothing ointment for simple cuts, burns, chilblains, bites, etc. Especially recommended for severe burns. Promotes healing. Mailing weight 2 oz.

Tube, **30c** with PREMIUM

Witch Hazel

Finest extract of witch hazel made. Double distilled from flowering twigs of the Hamamelis Virginiana. Quality has never varied in twenty years. Popular after-shaving lotion. Cooling, refreshing application of wide usefulness. Mailing weight 1 1/4 lbs.

1-pt. bottle, **65c** with PREMIUM

Questions and Answers

about your Larkin Club

1. How many Club members do I need?

Usually a Larkin Club consists of ten members, each of whom agrees to buy \$1 worth of Larkin Products each order in the Club. You can form a Club, however, of as few as five members.

2. What must my Club order amount to?

In order to earn a Reward, the Club order each time must amount to \$10 or more.

3. How is the amount divided among the Club members?

Since you must have a Club order of \$10, if you have ten members in your Club, each takes a \$1 share. In other words, each agrees to buy \$1 worth of Larkin Products each order. If you have less than ten members, some of the members must take enough more shares at \$1 each to make up the \$10. Thus if you have only eight members, two of them will each take an extra \$1 share in the Club to make up the required amount. When your Club consists of only five members, the shares are \$2 shares per order, instead of a \$1 share.

4. How many orders does a Larkin Club send?

The number of orders in a Larkin Club series depends upon whether it is a \$1 share Club of more than five members, or a \$2 share Club of five members. In the former instance, the Club will send ten orders at some regular interval of time you determine upon, such as two weeks or a month.

5. How do I arrange for members to get their Premiums?

Each \$10 order brings a Premium given with a \$10 purchase. This Premium is taken in turn each month by the members. Usually the turn is determined by any arrangement that is agreeable to all.

6. Suppose a Club member has two shares. Does she get two Premiums?

When a Club member has two shares, she usually takes two turns in the Club. In other words, a member has as many turns in the Club as she has \$1 shares. Each turn she is entitled to a Premium given with a \$10 purchase of Products or \$10 in Larkin Coupons. Oftentimes members take \$10 in Larkin Coupons their first turn, instead of a Premium and when their second turn comes in the Club, they add this \$10 in Coupons to the second turn, thus getting in all a Premium given with a \$20 purchase of Products.

Mail
to address
nearest you.

Larkin Co. Inc.

Buffalo, N. Y.

Peoria, Ill., Phila., Pa.

Please send me my copy of the new spring-and-summer Larkin Catalog showing over 1600 Premiums and the 800 Products with which they are offered.

Name.....

Street & No.....

P. O.....State.....
131-A5046

Just fill out,
clip and
mail the
Coupon

7. Suppose a member wishes a Larkin Premium offered with a larger purchase of Larkin Products than her \$10 Premium value in the Club?

The usual way is for her to add enough money at the time her Premium turn comes to the \$10 Premium value which is hers, to make up the value of the Premium. For example, suppose she has picked out a Premium offered with a \$25 purchase of Larkin Products. She will have \$15 in Larkin Coupons extra to pay. Instead of paying Larkin Coupons, she may pay it in cash. To determine the amount of cash necessary always divide the amount of extra coupons, to make up the amount needed, by two. In this instance she would have to pay \$7.50 cash extra.

8. Is a member limited each time to the amount of purchases according to the Club shares she has agreed to buy?

No. At any time a member may buy more than her agreed Club share. Suppose she has agreed upon a \$1 share in the Club. She would select the amount of Products at catalog prices to make up her dollar's worth of purchases. Then she could buy anything extra she desires, usually at half the catalog price.

9. Who pays the delivery charges?

As a rule the Secretary collects a sufficient estimated amount at the time of the first order from each member, to cover her share of the delivery charges.

If she has a 10-member Club and estimates the delivery charges at a dollar, she will collect 10c from each member. The Club member who gets the Premium pays the delivery charges of the Premium. Since each has a Premium turn, this is a just and proper arrangement.

10. What are Larkin Coupons?

Larkin Coupons are Larkin "Currency" issued in place of Premiums. A Club member may at any time request these Coupons to be used at a later date in exchange for a Premium. Larkin Coupons are issued in the following denominations: 5c, \$2, \$5 and \$10.

11. What are a Secretary's Rewards?

Each Club order the Secretary gets in Larkin Coupons or Premium value one-quarter of the amount of money she has remitted with the Club order. If, for example, she has sent in \$10 to pay for the Club order, she receives \$2.50 in Larkin Coupons as her reward. If she has sent in \$16, she receives \$4 in Larkin Coupons. Since the members are usually buying more than their exact Club share, her Reward each time is usually very worthwhile.

This Coupon Brings the Larkin Catalog

Should you desire an extra copy of the Larkin Catalog for some friend who wishes to become a Larkin customer or start a Larkin Club . . . or should you, by chance, have misplaced the postcard which you meant to return for your own copy of the Larkin Catalog . . . just use the coupon at the left. It will bring you post haste the new Larkin Catalog, which pictures and describes over 1600 Premiums, as well as 800 Larkin Products with which they are offered.

START YOUR CLUB *Now*

WHAT greater inspiration could you have to gather a group of friends around you in a Larkin Club than the special offer of this dainty colored glass luncheon set?

Just think! Only 59c accompanying the first order of a new Larkin Club and this lovely luncheon set is yours ... yours to set your very own table daintily and attractively.

Here's a set easily worth five or six times as much as the special cash price at which we offer it with the first order of your club ... a set regularly offered in the Larkin Catalog with a \$4.50 Purchase or Coupons.

Start your Larkin Club now and make it yours just by sending 59c ... a ridiculously low sum ... with the first order of your new Club!

However, should you prefer \$2 in Larkin Coupons as your Extra Reward instead of the Luncheon Set, just indicate your preference on the Club Enrollment Blank below.

Dainty COLORED GLASS LUNCHEON SET



21-Piece Luncheon Set

Just now there is a delightful vogue for colored glassware, which brings such a welcome contrast to the table setting. So, at this time, Larkin Co offers you the opportunity to possess for only 59c the lovely Luncheon Set pictured in color on the back cover.

The set consists of twenty-one pieces of colored glassware, as follows: six cups and saucers, six 8-in. plates, cream and sugar set and 10-in. sandwich or cake plate.

How to Obtain the Luncheon Set

Fill out the Larkin Club Enrollment Blank below. Cut out the blank along the dotted line and attach it to the first regular order of your new Club. Then to your remittance add 59c to pay for the Luncheon Set.

CASH
PRICE
59
cents
with the first
order of a New Club

LARKIN CLUB ENROLLMENT BLANK

Larkin Co Inc.

Buffalo, N. Y.

Peoria, Ill.

Philadelphia, Pa.

I wish to take advantage of your special Extra Reward offer for the prompt organization of my Larkin Club. Here is the first order of my Club and the names of the members.

(Check in the square the Extra Reward which you prefer to take.)

- ☐ Enclosed is 59c. Please send me my Luncheon Set
No. 1801M4. Green ☐ No. 1801M8 Pink ☐
- ☐ Or, please send me \$2 in Larkin Coupons as my
Extra Reward.

Secretary _____	
St. & No. _____	
P. O. _____	State _____

CLUB MEMBERS A

Name _____	
Address _____	
Name _____	
Address _____	
Name _____	
Address _____	
Name _____	
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Name _____	
Address _____	

Name _____	
Address _____	
Name _____	
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21-PIECE COLORED GLASS

Luncheon Set

Yours

FOR ONLY

59¢

CASH PRICE

WITH THE FIRST
ORDER OF A
NEW CLUB!



*For full details see
preceding page*